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Survey of State Travel Offices 1986-1987

U.S. Travel Data Center®
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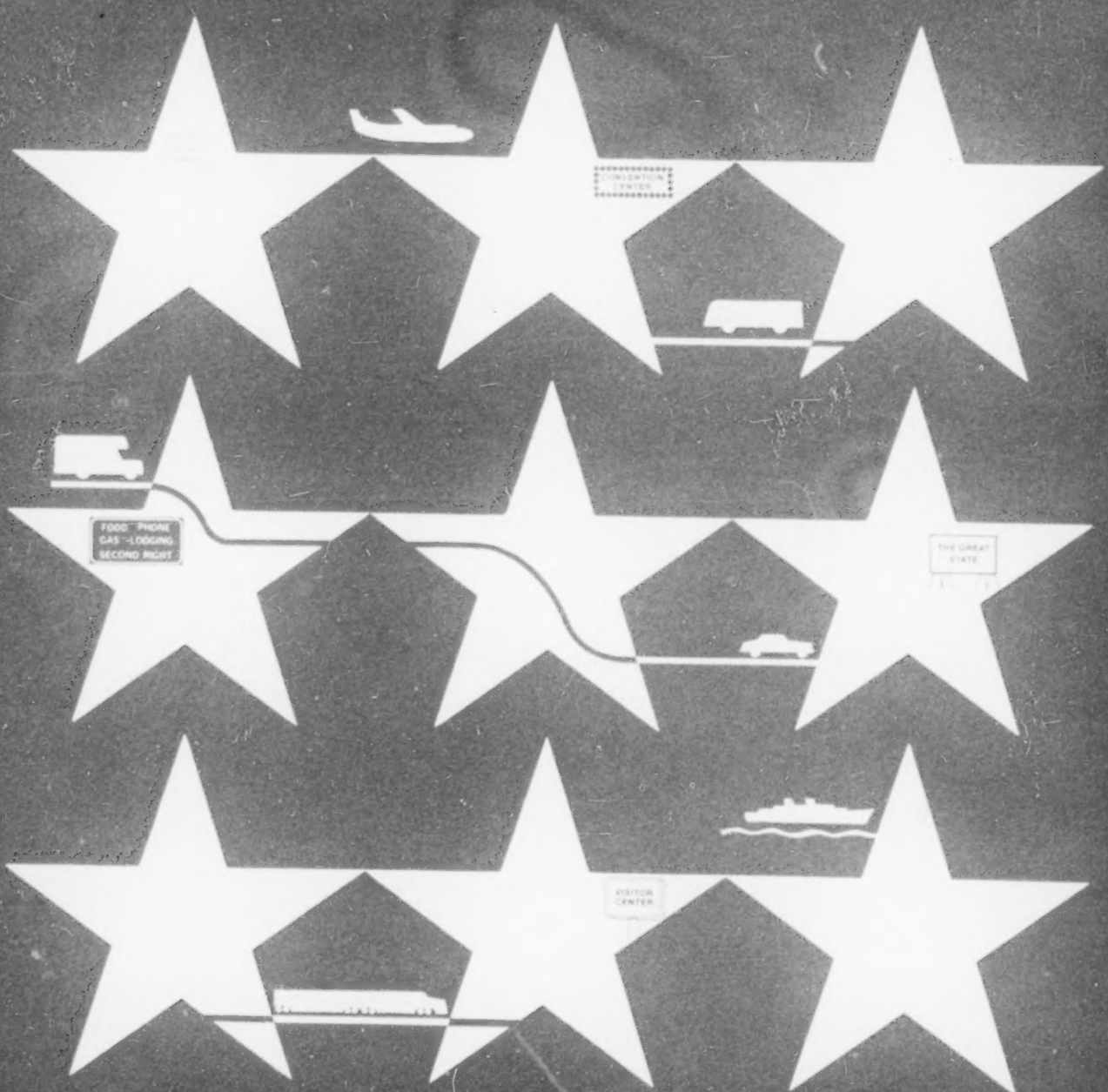

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

SURVEY OF STATE TRAVEL OFFICES

1986-1987

Washington, D.C.

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An Affiliate of the Travel Industry Association of America

The U.S. Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The U. S. Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Rossi Ralenkotter, Chairman

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related businesses, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows directors to compare their office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the fourteenth annual report in this series.

This report is based upon questionnaires sent to the 49 official travel offices and the comparable agencies in Hawaii, the District of Columbia, American Samoa, Guam, the Northern Marianas Islands, Puerto Rico, and the U.S. Virgin Islands. These responses provide a detailed picture of the state travel office operations planned for fiscal year 1986-87. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of this report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state personnel who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public. Alfreda Cardwell, Senior Research Analyst, supervised this survey. Special thanks goes to Elaine Makas, who prepared the tables in this report.

U.S. Travel Data Center
Washington, D.C.
January 1987

SUMMARY AND ANALYSIS

In July 1986, the U.S. Travel Data Center sent questionnaires to the state government travel offices in 49 states, the Washington Area Convention and Visitors Association and comparable offices in Hawaii, and five U.S. territories.

The questionnaire covered an extensive range of state travel office operations intended to meet the informational needs of the state travel directors, as well as interested private industry components. As in earlier Data Center state travel office surveys, some new questions were added, while others were dropped.

Questionnaires were returned by all state travel offices, with the exception of Puerto Rico, and the Virgin Islands.

The term "state" was used in past surveys to denote all of travel offices responding to the survey, inclusive of the U.S. territories. In this report, as in last year's, "state" will refer only to the 50 U.S. states, and reference to the territories is separate.

An attempt has been made to obtain complete answers for all items and to make this report as comprehensive as possible. In some cases, blanks occur where answers are not available from the respondents. In others, estimates are provided in lieu of actual figures by states uncertain of how funds will be allocated among programs. In most cases, however, complete answers are given, providing a detailed summary of the diversified operations of the state and territorial travel offices.

The amounts of state resources allocated to travel advertising, were ranked for 1986-87. These rankings appear in parentheses under figures given for advertising media purchase beginning on page 46, and reflect the sum of the two columns: "Advertising: Production" and "Advertising: Media Purchase".

GENERAL ADMINISTRATION

Fifty states, the District of Columbia, and five U.S. territories currently have an official government agency responsible for travel development and promotion. In Hawaii and the District of Columbia, responsibility for travel development rests with privately run, non-profit organizations: the Hawaii Visitors Bureau and the Washington, D.C. Convention and Visitors Association. The services performed and programs administered by these organizations, however, are similar to those of the official state travel offices, and thus, are included in the survey.

In 10 of the states, the head of the state travel office, or "state travel director," is under the state equivalent of the civil service system. Since the last survey, eight new directors have been appointed. The position as head of the state travel office for Delaware is shared by two people. There are no vacant positions and only one acting director.

State travel directors have held their positions for an average of 3.5 years (50)[1], and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 5.3 years (50)[2].

Forty-four travel offices report that they currently have a chief assistant to the travel director. The position, however, is vacant in three states. Nine of the assistants have been appointed since last year, while the range in length of service for all assistants is from three months to 18 years (42). In 23 states this person is under the state equivalent of the civil service system. Three states have more than one person serving in the capacity of chief assistant.

State travel offices vary widely in the size of their staffs. Staff sizes range from five to 150 full-time employees

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[1]The figures in parentheses represent the number of states providing information for computing the estimates of the total or mean figures. Because there are two tourist development agencies in Texas [see the response of Texas Travel and Information Division of the Department of Highways and Public Transportation (TX HWYS) on page 24 of the General Administration section for further explanation], an average of the two is used for the summary data in this section. Elsewhere in the text they are summed.

[2]The survey was conducted from mid-July of 1986 through November 1986. Since that time, there may have been changes in personnel within the state travel offices. For the name of the current incumbent in the positions identified in this report, please contact the state travel office as listed in the General Administration tables.

for an average of 34 (50) full-time employees per office. Thirty-two state travel offices also have part-time employees, ranging in number from one to 44 and averaging 14 per office.

In 38 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department also has responsibility for commerce and economic development. In five states, travel development is combined with a similar function such as parks, recreation, and community affair or local affairs. The remaining seven travel offices are independent agencies or commissions, usually reporting directly to the governor.

Of the three territories and the District of Columbia, the average length of service for all of the directors is 4.1 years and they have spent an average of 4.8 years in the agency prior to appointment. The staff for these offices range from six to 25 full-time employees, an average of 14 persons per office.

ADVERTISING

Forty-nine states have an individual responsible for the development of a travel advertising program. In 35 states the tourism director or the assistant handles such responsibilities, while in 18 states, the responsibility rests with the marketing, advertising, or promotions officer. Forty-nine travel offices use private advertising agencies, which have been retained for an an average of five years. Connecticut, which in the past has handled its advertising functions in-house, is currently reviewing the possibility of obtaining the services of outside organizations.

In American Samoa and the Marianas Islands, the tourism directors carry out the advertising functions, while in Guam the responsibility is delegated to two other individuals. The reporting territories have retained private advertising agencies for an average of seven years. The District of Columbia does not have an individual responsible for its travel advertising program, nor does it employ the services of an advertising agency.

Thirty-three states offer matching funds programs for groups cooperating on advertising programs. In 25 states, the matching funds program is included in the budget rather than being under a separate appropriation. While there are some limitations, the matching formula is generally 50-50.

In 49 states and two territories, advertising is at least partially directed toward stimulating inquiries. Forty-four states report a total of more than 12.6 million inquiries received during 1985, or an average of approximately 224,729 (44)

each. Forty-seven states and American Samoa also survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

BUDGET

The best and most visible indicator of the amount of state resources allocated to tourism promotion and development is the size of the travel office's budget. The proposed budgets for fiscal year 1986-87 total over $234 million (50), 11 percent more than the $212 million budget alllocation for fiscal year 1985-86 (50).

The survey asked how state travel budgets are funded. State general revenues fund budgets for 33 states. Other sources of funding include lodging and gasoline tax receipts, membership dues, and publication sales. It must be noted again that in some states matching funds programs are included in the budgets while in others the matching funds program are separate appropriations.

As Table A shows, the proposed budgets for fiscal year 1986-87 range from a high of $15,500,000 in Illinois to a low of $670,000 in North Dakota. The average state travel office budget for 1986-87 is estimated at $4,683,405. The sum of the budgets for the nineteen states whose budgets fall above the mean comprises 84 percent of the total. Moreover, nearly half of the total can be attributed to the sum of the budgets of the top ten states.

The top six states last year were again in the top six positions this year. Illinois, for the second consecutive year, ranked number one. Michigan, which ranked second last year is fourth while New York moved from fourth place last year to second place. Florida moved down to sixth rank and Pennsylvania rose from sixth place to third.

TABLE A: 1986-87 STATE TRAVEL BUDGETS BY RANK

Rank	State	Amount
1	Illinois	15,500,000
2	New York	14,836,100
3	Pennsylvania	11,864,000
4	Michigan	11,800,000
5	Tennessee	10,824,000
6	Florida	10,814,389
7	Massachusetts	9,406,448
8	Hawaii	8,464,391
9	New Jersey	8,141,000
10	California	7,836,600

TABLE A: 1986-87 STATE TRAVEL BUDGETS BY RANK
(continued)

11	Alaska	7,374,800
12	Georgia	6,076,603
13	Virginia	6,054,000
14	North Carolina	5,877,500
15	South Carolina	5,445,333
16	Ohio	5,273,957
17	Minnesota	5,150,350
18	Nevada	4,724,746
19	Texas	4,717,296
20	Missouri	4,224,606
21	Louisiana	4,195,460
22	Kentucky	4,006,600
23	Wyoming	3,897,721
24	Utah	3,848,800
25	Oklahoma	3,786,861
26	Colorado	3,536,000
27	Maryland	3,455,236
28	Arizona	3,421,000
29	Alabama	3,025,740
30	Washington	3,017,785
31	Arkansas	2,931,282
32	Wisconsin	2,443,400
33	West Virginia	2,425,660
34	South Dakota	2,200,000
35	Indiana	2,100,000
36	New Mexico	2,082,900
37	New Hampshire	1,894,287
38	Idaho	1,788,324
39	Vermont	1,610,700
40	Mississippi	1,584,000
41	Connecticut	1,500,000
42	Iowa	1,489,981
43	Delaware	1,348,500
44	Rhode Island	1,313,000
45	Nebraska	1,308,679
46	Oregon	1,250,000
47	Kansas	1,236,949
48	Maine	1,209,245
49	Montana	1,186,000
50	North Dakota	670,000
	TOTAL	234,170,229

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped according to the U. S. Census regions indicated in Table B. The Mid-Atlantic census region has the highest percent increase over last year. The three states comprising this region are also among the top ten ranking states. The West South Central census region was the only region to experience a decline from last year. Three of the four states in this region report decreases while Arkansas reports virtually no change in its budget.

TABLE B: 1986-87 STATE TRAVEL OFFICE BUDGET BY CENSUS REGION

Region[3]	1986-87 Average Budget Per State		Percent change From 1985-86
New England	$2,822,280	(6)	5.8%
Mid-Atlantic	11,613,700	(3)	38.1
South Atlantic	5,187,153	(8)	11.3
East South Central	4,860,085	(4)	3.5
West South Central	3,907,725	(4)	-6.1
East North Central	7,423,471	(5)	2.6
West South Central	2,325,795	(7)	14.9
Mountain	3,060,686	(8)	8.1
Pacific	5,588,715	(5)	13.3

[3]NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MID-ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida. EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin. WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas. MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. PACIFIC: Washington, Oregon, California, Alaska, Hawaii.

As Table C shows, the District of Columbia, and the governments of American Samoa, Guam, and the Marianas Islands plan to spend a total of $6.6 million for travel promotion during 1986-87, eight percent more than for fiscal year 1985-86. Guam reports no change in its budget while American Samoa will experience substantial growth. The Marianas Islands and the District of Columbia budgets will increase in proportion to the increase in the total budget for the state travel offices.

TABLE C: 1986-87 DISTRICT OF COLUMBIA AND TERRITORIAL BUDGETS

Guam	$2,734,348
District of Columbia	2,200,000
Marianas Islands	1,198,000
American Samoa	485,348
TOTAL	$6,617,848

Fifty states report proposed 1986-87 advertising budgets totaling over $99 million or an average of $1,985,344 (50) per state. This represents 42 percent of the total budgets allocated for tourism development and promotion. Forty-nine states report 1985-86 advertising budgets of $84 million which comprises 40 percent of the 85-86 total, causing fiscal year 1986-87 to increase by 17 percent, six percentage points greater than the increase in the total tourism development budgets.

Advertising budgets range from a low of $105,000 to a high of $11,019,000, as Table D indicates. New York outranks Illinois with the highest advertising budget and California ranks third. Eighteen states have advertising budgets greater than the average. The sum of the advertising budgets for the top ten states represent 56 percent of the total allotted for advertising.

TABLE D: 1986-87 STATE ADVERTISING BUDGETS BY RANK

1	New York	11,019,000
2	Illinois	10,000,000
3	California	5,333,400
4	New Jersey	5,236,575
5	Florida	4,862,176
6	Pennsylvania	4,835,000
7	Michigan	4,135,734
8	Tennessee	3,744,185
9	Alaska	3,728,600
10	Massachusetts	3,151,567

TABLE D: 1986-87 STATE ADVERTISING BUDGETS BY RANK
(continued)

11	North Carolina	3,039,750
12	Missouri	2,970,000
13	Virginia	2,950,000
14	Hawaii	2,289,200
15	Georgia	2,227,200
16	Ohio	2,216,177
17	Arizona	1,999,400
18	Utah	1,991,600
19	Minnesota	1,900,000
20	Wyoming	1,671,315
21	South Carolina	1,600,000
22	Colorado	1,466,000
23	Washington	1,308,548
24	Louisiana	1,265,487
25	New Mexico	1,086,000
26	West Virginia	1,000,000
27	Texas	931,009
28	Indiana	868,000
29	Kentucky	850,000
30	Nevada	847,000
31	Maryland	821,324
32	Wisconsin	730,000
33	South Dakota	700,000
34	Rhode Island	658,000
35	Oklahoma	582,500
36	Iowa	552,295
37	Arkansas	535,000
38	New Hampshire	500,000
39	Montana	469,000
40	Maine	441,500
41	Vermont	419,000
42	Alabama	404,953
43	Connecticut	330,000
44	Nebraska	320,000
45	Kansas	302,737
46	Idaho	280,060
47	Mississippi	237,000
48	Delaware	185,000
49	Oregon	170,908
50	North Dakota	105,000
	TOTAL:	99,267,200

The amount allocated for advertising by Census region, shown in Table E, indicates that on the average, states in the Mid-Atlantic census region increased advertising expenditures almost double the increase in average budget for the region.

Other regions showing increases in advertising budgets greater than regional total budget growth include the South Atlantic, West North Central, Mountain, and Pacific.

The territorial travel offices providing a breakdown of their budgets report a total of $1,006,530 proposed for advertising, an average of $335,510 (3).

TABLE E: 1986-87 STATE ADVERTISING BUDGETS BY REGION

Regions [4]	1986-87 Advertising Budget Per State	Percent Change from 1985-86
New England	$ 916,678 (6)	-10.5%
Mid-Atlantic	7,030,192 (3)	64.4
South Atlantic	2,085,681 (8)	14.6
East South Central	1,309,035 (4)	- 5.5
West South Cental	828,499 (4)	-13.9
East North Central	3,589,982 (5)	-3.5
West North Central	978,576 (7)	25.5
Mountain*	1,226,297 (7)	16.6
Pacific	2,566,131 (5)	22.3

*Does not include advertising budget for New Mexico.

[4] ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MID-ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida. EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin. WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas. MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. PACIFIC: Washington, Oregon, California, Alaska, Hawaii.

Among those states providing a breakdown of the media purchase by medium, magazines and newspapers continue to be the preferred media for state and territorial travel advertising. Thirty-nine states indicate they have budgeted for magazine advertising and show an average allocation of $459,122, compared to $428,920 in fiscal year 1985-86 with forty-six states providing such breakdown, an increase of seven percent. In addition, 32 states have budgeted an average of $238,094 for newspaper advertisements, 11 percent greater than the average of $214,531 spent by 37 states during the 1985-86 fiscal year.

Nineteen states plan to allocate part of their advertising budget to radio this year. On the average, these states have budgeted $234,443 each on radio advertising. This compares with the same number of states spending an average of $185,271 on radio advertising during fiscal year 1985-86, a 26 percent increase. Twenty-five states indicated plans to spend an average of $1,070,578 for television advertising campaigns, five states less than the 30 whose television advertisement budgets averaged $963,169 during 1985-86.

Guam, the only territory providing the media purchase breakdown, expects to spend $254,430 for magazine advertisements, $42,900 for newspaper advertisements, and $105,000 on television advertisements.

Average expenditures for other items in 1986-87, compared to the previous year, are as follow: Personal services up seven percent to an average of $771,393 (49); Other administrative costs increased three percent to an average of $387,322 (48); printing and distribution increased marginally to an average of $420,012 (47); promotion up eight percent to $292,285 (50); research increased 49 percent to an average of $100,995 (39), welcome center construction and operation edged up two percent to $360,238 (29). The "other" category included items such as inquiry fulfillments, special programs, special projects, grants, and collateral programs and distribution.

Twenty-seven states report foreign advertising budgets for fiscal 1986-87 averaging $137,430 each. Twenty-eight percent of the aggregate amount budgeted for foreign advertising is directed to the Canadian market, while 26 percent is directed towards the Japanese market. Thirty-five percent of the foreign media budgets will be directed towards magazine advertisement campaigns.

Guam reports $1,336,249 for foreign advertising for fiscal 1986-87, with over half of the total amount directed to the Japanese market.

GENERAL PROMOTION

Forty-five states, the District of Columbia, and three territories currently have a special travel promotion theme or slogan. Several states actually have more than one slogan, using a specific one for different advertising media. Tennessee and Florida are in the process of developing new promotional themes.

Ten states report operating out-of-state information centers. The centers are mainly located in New York City, Chicago, and Washington, D.C. Moreover, 22 states operate information centers outside the U.S., primarily in Japan, Belgium, Canada, and West Germany.

Only one territory reported operating an information center in the United States. However, all three territories have offices primarily in the same foreign countries as the states.

Thirty-five states and one territory have one or more toll-free telephone numbers for travel information inquiries. Of those states with two or more numbers, one number is designated for in-state inquiries and another for out-of-state inquiries.

Forty-seven states now report holding annual state travel conferences. These conferences are concentrated primarly in the spring and fall. None of the territories reported holding a travel conference during 1986.

PRESS AND PUBLIC RELATIONS

Forty-one state travel offices, the District of Columbia, and two territorial travel offices have a public relations or press information officer. In seven of these states, the tourism director serves in this capacity.

Most state and territorial travel offices indicate that they direct the majority of their publicity to out-of-state audiences. The majority also publish a travel-related newsletter, usually monthly or quarterly.

During 1985, 40 states, the District of Columbia, and two territories hosted 1,017 press or travel writers on tours of their respective states and territories. Forty-three states and two territories estimate a total of 1,282 press or travel writers will tour their respective states and territories during 1986.

RESEARCH

One or more staff members are currently assigned to travel research in 34 states. However, this is a full time responsibility in only 13 of these travel offices. In three states, travel research is the duty of the tourism director.

University or college faculty members conduct research for ten of the state travel offices. An employee of another state government agency conducts research for the travel office in 11 states. Twenty-seven states retained private research organizations during the previous 12 months.

Forty-five states, the District of Columbia, and two territories report having a continuing travel data gathering program. These programs usually involve counts and surveys of welcome center visitors and/or motor vehicle counts, collection of data on travel-related business receipts, and visitation at state facilities and private attractions.

A travel development policy statement or plan exists in 30 states, and two territories. A travel development policy is currently being developed in Kansas.

Respondents were asked to indicate the major problems facing tourism development in their respective states. The concerns of most of the state travel directors were in the areas of tourism marketing, economic factors, budgetary constraints, and competition--foreign and domestic.

WELCOME CENTERS

There are highway welcome centers or visitor information centers in 45 states. Approximately 440 welcome or visitor information centers and rest areas are operated by state travel offices, highway departments, local chambers of commerce, or private associations, most of which are permanent facilities and operated year round. On the average, there are ten welcome centers being operated in each of the supporting states.

Each of the centers employs an average of 6.9 persons (43), more than one-half of whom are employed full-time. Volunteers station many of the centers in Colorado.

According to the survey, nearly 56 million travelers visited welcome centers in the 36 states which were able to report this figure; this represents an average of 1.6 million welcome center visitors per state.

The District of Columbia operates one permanent visitor information center, staffed by two full time employees and volunteers. American Samoa operates one center, staffed by three full-time employees, for cruise ship arrivals.

COMPARATIVE SUMMARY

The table on page 15 summarizes certain characteristics of state travel offices over the last three fiscal years. The numbers in parentheses indicate the number of states providing the relevant data in each case.

Growth for the average total state travel office budget has been constant over the past three fiscal years. The average state travel office budget grew 11 percent for fiscal 1986-87 over 1985-86 and 1985-86 over 1984-85.

Most of this increase was directed toward advertising as these outlays grew faster than the increase in the average state travel office budget. The average advertising budget for 1986-87 grew 16 percent over 1985-86 and 1985-86 rose 12 percent over 1984-85. The typical state 1986-87 advertising budget comprised 42 percent of the total budget, two percentage points higher than in 1985-86 and three percentage points more than in 1984-85, when it was 39 percent. The average printing and distribution budget grew marginally over fiscal year 1985-86.

The average term of the state travel director has declined from 3.9 years for 1985-86 to 3.5 years for 1986-87, matching the average term during fiscal year 1984-85.

Finally, the average size of the state travel office's full-time staff, has remained unchanged over the past year, employing approximately 34 persons per office.

AVERAGE CHARACTERISTICS OF U.S. STATE TRAVEL OFFICES, 1984-87

	1987-86	1986-85	1985-84
Average total budget	$4,683,405 (50)	$4,232,379 (50)	$3,801,670 (50)
Average total advertising budget	$1,985,344 (50)	$1,699,408 (49)	$1,523,594 (49)
Average printing/ distribution budget	$420,012 (47)	$414,815 (47)	$361,527 (50)
Average term of director	3.5 years (50)	3.9 years (50)	3.5 years (50)
Average size of staff	34 persons (50)	34 persons (50)	32 persons (50)

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/86	5. Service in Agency as of 6/30/86	6. Under Civil Service?
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center Laborers TOTAL	13 17 39 14 83	 3 3	Douglas O. Benton Director	4 months	2 years 5 months	No*
AK	Alaska Division of Tourism P.O. Box E Juneau, AK 99811 907/465-2010	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	7 8 1 16	 3 3	Don Dickey Director	5 years 6 months	5 years 6 months	No
AZ	Arizona Office of Tourism 1480 E. Bethany Home Road Phoenix, AZ 85014 602/255-3618	Prof./Mgmt. Cler./Sec. TOTAL	9 6 15		J. Phillip Keene III Director	3 years 7 months	3 years 7 months	No
AR	Arkansas Dept. of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	14 12 34 60		Christopher Stanfield Director	6 months	6 months	No
CA	Office of Tourism 1121 L Street - Suite 103 Sacramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	6 2 2 10		Flo Snyder Director	3 years 2 months	3 years 2 months	No
CO	Colorado Tourism Board 1625 Broadway Denver, CO 80202 303/592-5410	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 2 1 12		Dan Love Executive Director	6 months	6 months	Yes
CT	Connecticut Dept. of Economic Development Tourism Division 210 Washington St. Hartford, CT 06106 203/566-2496	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	3 1 2 6	 26 26	Barnett D. Laschever Director	12 years 7 months	12 years 7 months	Yes
DE	Delaware Tourism Office Delaware Dev. Office 99 Kings Highway P.O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 3 6		Catherine Wheeler & Frankie Miller, Associate Directors of Tourism	2 years 2 years	2-1/2 years 2 years	No
DC	Washington Convention & Visitors Association 1575 Eye Street, NW Suite 250 Washington, DC 20005 202/789-7000	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	2 3 1 6		Marie Levin Tibor Director	2 years	4 years	No
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5606	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	24 22 18 48 112	2 2 4 8	Dean Gaiser Director	3 years 3 months	13 years	No
GA	Georgia Dept. of Industry & Trade Tourist Division 230 Peachtree St. NW P. O. Box 1776 Atlanta, GA 30303 404/656-3590	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	17 5 92 114		Hanna Ledford Director	3 years	18 years	Yes
HI	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815	Prof./Mgmt. Sales Cler./Sec. TOTAL	26 4 46 76		Stanley Hong President	2 years	2 years	No
ID	Department of Commerce Idaho Travel Council Statehouse, Room 108 Boise, ID 83720 208/334-2470	Prof./Mgmt. Cler./Sec. TOTAL	3 2 5		Ralph McMullen Director	2 years	2 years	Yes

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/86	5. Service in Agency as of 6/30/86	6. Under Civil Service?
IL	Illinois Office of Tourism State of Illinois Center 100 W. Randolph #3-400 Chicago, IL 60601 312/917-4732	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 9 24	 15 15	Lynda Simon Managing Director	5 years	5 years	Yes
IN	Indiana Tourism Development Division Indiana Commerce Center One North Captiol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Summer Intern TOTAL	6 2 8	 1 1	Elaine Ervin Director	9 months	5 years	No
IA	Tourism/Film Office Iowa Department of Economic Development 200 East Grand Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Admin. Welcome Center TOTAL	5 1 1 7	 15 15	Judy Gilbert Manager	1 year 1 month	1 year 1 month	No
KS	Kansas Dept. of Economic Development 400 W. 8th Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 12 21	1 1 4 6	Cathy L. Kruzic Director	5 years	5 years	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 18 25 61	 	Mimi C. Lewis Commissioner	6 months	11 years	No
LA	Louisiana Office of Tourism P. O. Box 94291 Baton Rouge, LA 70804-9291 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	13 8 39 60	 16 16	Bob LeBlanc Assistant Secretary	10 years	10 years	No
ME	Maine Division of Tourism 189 State Street Augusta, ME 04333 207/289-5710	Prof./Mgmt. Cler./Sec. TOTAL	4 1 5	1 1	Wanda E. Plumer Director	2 years 7 months	7 years	No
MD	Maryland Office of Tourist Development 45 Calvert St. Annapolis, MD 21401 301/269-2686	Prof./Mgmt. Cler./Sec. Other TOTAL	8 6 5 19	 1 4 5	Kurt P. Alverson Director	5 years 6 months	5 years 6 months	No
MA	Dept. of Commerce & Development Division of Tourism 100 Cambridge St. Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Support TOTAL	6 4 8 3 21	 4 4	Richard P. Rust Deputy Commissioner	1 year 11 months	1 year 11 months	No
MI	Travel Bureau Michigan Dept. of Commerce P. O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Cler./Sec. TOTAL	17 14 31	 13 13	John Savich Director	2 years 4 months	2 years 4 months	Yes
MN	Dept. of Energy & Economic Development Office of Tourism 375 Jackson St. 250 Skyway St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. TOTAL	18 11 29	 11 11	Hank Todd Director	8 years	13 years	No
MS	Dept. of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3418	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	3 5 5 36 49	 	Barbara Barrett Director of Tourism	1 year	1 year	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/86	5. Service in Agency as of 6/30/86	6. Under Civil Service?
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 5 21 36		Marjorie Beenders Director	3 years 6 months	3 years 6months	No
MT	Montana Promotion Division Dept. of Commerce Helena, MT 59620-0411 406/444-2654	Prof./Mgmt. Cler./Sec. TOTAL	6 5 11		John L. Wilson Travel Director	7 years 1 month	7 years 1 month	Yes
NE	Division of Travel & Tourism Dept. of Economic Dev. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3800	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 1 9	 36 36	Peggy Briggs Director	2 years	8 years	No
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/885-4322	Prof./Mgmt. Cler./Sec. TOTAL	12 11 23	 3 3	Stephen B. Richer Executive Director	2 years 8 months	2 years 8 months	No
NH	New Hampshire Office of Vacation Travel Dept. of Resources & Economic Development Prescott Park, Bldg. #2 105 Loudon Road P. O. Box 856 Concord, NH 03301 603/271-2665	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 1 6		Mic[illegible] Power Trave[illegible] Director	4 years 5 months	4 years 5 months	Yes
NJ	Division of Travel & Tourism CN 826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 5 6 19	 25 25	Victoria D. Schmidt Director	4 years 2 months	4 years 2 months	No
NM	Economic Development & Tourism Dept. Joseph Montoya Bldg. 1100 St. Francis Dr. Santa Fe, NM 87503 505/827-0295	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 11 19	 1 7 8	Ed Jungbluth Director, Tourism & Travel Div.	1 year 7months	1 year 7 months	No
NY	Division of Tourism New York State Commerce Department One Commerce Plaza Albany, NY 12245 518/473-0715	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 11 11 32		Linda Fisher Deputy Commissioner of Tourism	2 years 10 months	2 years 10 months	No
NC	Division of Travel & Tourism North Carolina Dept. of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Welcome Center Cler./Sec. Prof./Mgmt. TOTAL	40 5 10 55	 8 8	Bill Arnold Acting Director	4 months	NA	No
ND	North Dakota Tourism Promotion Liberty Memorial Bldg. 600 East Boulevard Bismarck, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	3 2 2 7	 16 16	Jim Fuglie Tourism Director	1 year	1 year	No
OH	Office of Travel & Tourism Ohio Dept. of Development P. O. Box 1001 Columbus, OH 43266 614/466-8844	Admin. Marketing Distrib. Tech. PR Industry/Gov. Rels. Cler./Sec. TOTAL	2 3 2 4 1 5 17		Marilyn J. Tomasi Travel Director	3 years 2 months	3 years 2 months	No

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/86	5. Service in Agency as of 6/30/86	6. Under Civil Service?
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	16 13 33 62	 10 19 29	Eugene Dilbeck Director	5 years	9 years 1 month	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/373-1230	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	3 4 7	 1 15 16	Edward A. Remington State Travel Director	1 year	2 years	No
PA	Bureau of Travel Dev. PA Dept. of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Sales Welcome Center TOTAL	6 6 24 36		Beulah Chabel Acting Director	5 months	1 year 4 months	No
RI	Dept. of Economic Dev. 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 1 1 10	 4 4	David C. DePetrillo Director	3 years 4 months	13 years 3 months	No
SC	South Carolina Dept. of Parks, Recr. & Tourism Division of Tourism 1205 Pendleton St., #113 Columbia, SC 29201 803/734-0136	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	25 8 34 8 75	 18 7 25	Robert G. Liming Director	7 years 6 months	7 years 6 months	Yes
SD	South Dakota Dept. of State Development Capitol Lake Plaza 711 Wells Ave. Pierre, SD 57501 605/773-3301	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	11 3 3 17	2 5 37 44	Susan Edwards Director	5 years 6 months	5 years 6 months	No
TN	Tennessee Dept. of Tourist Development 320 Sixth Avenue N. Fifth Floor Nashville, TN 37219 P.O. Box 23170 Nashville, TN 37202 615/741-2159	Prof./Mgmt. Sales Clerical Welcome TOTAL	14 3 16 117 150	 30 30	John A. Wade Commissioner	3 years 7 months	3 years 7 months	No
TX HWYS	Dept. of Highways & Public Transportation Travel & Information Division 11th & Brazos Streets Austin, TX 78701 512/463-8583	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 5 60 74		J. Don Clark Director	4 months	10 years	No
TX TOUR	Texas Tourist Development Agency Box 12008 Capitol Station Austin, TX 78711 512/463-7400	Prof./Mgmt. Cler./Sec. TOTAL	8 6 14		Larry Todd Executive Director	1 year 2 months	1 year 2 months	No
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/533-5681	Prof./Mgmt. Other TOTAL	8 6 14	 5 5	Jay C. Woolley Director	1 year 2 months	1 year 2 months	No
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sc. Welcome Center TOTAL	6 6 7 19	 1 4 5	Donald A. Lyons Director	24 years 6 months	24 years 6 months	Yes
VA	Virginia Division of Tourism 202 N. 9th St., Suite 500 Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	12 15 35 62	 5 18 23	Patrick A. McMahon Director of Tourism Deputy Director of Economic Development	1 year 1 month	1 year 1 month	No

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/86	5. Service in Agency as of 6/30/86	6. Under Civil Service?
WA	Washington State Dept. of Trade & Economic Dev. Tourism Development Div. 101 General Administration Bldg., AX-13 Olympia, WA 98504-0613 206/753-5600	Prof./Mgmt. Cler./Sec. Mailroom TOTAL	8 3 2 13		Bill Taylor Tourism Director	1 year	1 year	No
WV	Department of Commerce Tourism: Marketing Div. Room B-564, Bldg. 6 State Capitol Charleston, WV 25305 304/348-2286	Prof./Mgmt. Marketing Cler./Sec. Welcome Center Capitol Guides TOTAL	12 8 6 16 1 43	 3 16 3 22	Michael D. Herron	1 year	1 year	No
WI	Division of Tourism Dept. of Development 123 W. Washington Ave. Madison, WI 53702 608/266-2147	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 1 12 22	2 2 29 33	Milton A. Strauss Administrator	3 years 4 months	8 years	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 7 1 18	 1 1 2	Randall A. Wagner Director	9 years	14 years 3 months	No
AS	Office of Tourism American Samoa Government P.O. Box 1147 Pago Pago, AS 96799 684/633-5187 or 5188	Prof./Mgmt. Cler./Sec. Other TOTAL	7 3 3 13		Minnie Tuia Director	11 months	1 year 6 months	No
GU	Guam Visitors Bureau P. O. Box 3520 1220 Pale San Vitores Road Tamuning, GU 96911 671/646-5278/9 TLX: (671) 6432	Prof./Mgmt. Sales Cler./Sec. Other TOTAL	2 3 1 7 13		Gordon W. Tydingco General Manager	3 years 6 months	3 years 6 months	No
CM	Marianas Visitors Bureau P. O. Box 861 Saipan, CM 96950 670/234-8325 or 8327 TLX: M/BCM SPN 676	Prof./Mgmt. Promo. Cler./Sec. Other TOTAL	2 3 5 15 25		J. M. Guerrero Managing Director	10 years	10 years	No

GENERAL ADMINISTRATION

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
AL	William Armistead Administrative Assistant	5 years	Yes	Yes	None**	* Cabinet level position; appointed by the governor. ** The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK	Terry Miller Deputy Director	11 years 6 months	No	Yes	Dept. of Commerce & Economic Development	
AZ	Ida Jones	2 years 8 months	No	No	None	
AR	Joe David Rice Assistant Tourism Director	6 months	No	No	Arkansas Dept. of Parks & Tourism	The Tourism Divison is one of five distinct divisions. Parks & Tourism is under a 13 member commission. History, Great River Road & Museum Services each have separate commissions. Each division has a director, and the director of Parks and Tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Diane Donlan	3 years	No	Yes	Department of Commerce	
CO	Rich Meredith	2 years 5 months	Yes	Yes	Dept. of Local Affairs	The executive director of the Colorado Tourism Board is responsible for the creation (by staff) and administration of phases of tourism advertising, publicity & public relations. The tourism board, a non-paid industry group, is responsible for policy. This is a 7-person board.
CT	Vacant	NA	Yes	Yes	Connecticut Dept. of Economic Development	
DE	Gigi Dux	1 year 6 months	No	No	Delaware Development Office	
DC	Thomas Murphy Tourism Promotion Mgr. (Acting Assistant)	2 years	No	No	NA	
FL	Rene W. Welti	2 years 9 months	No	Mixed	Florida Dept. of Commerce	
GA	Harvey Monk Assistant Director	2 years	Yes	Yes	Georgia Dept. of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, file location, industrial development, and international trade.
HI	Eugene T. Cotter Senior Vice President Marketing & Administration	4 years 7 months	No	No	Dept. of Planning & Economic Development	Hawaii Visitors Bureau is a private, nonprofit co. under Marketing contract which is responsible for all state tourism promotion.
ID	None	NA	NA	Yes	Department of Commerce	
IL	Susan Jacobs Patricia Marriott	4 years 2 years	Yes Yes	Yes Yes	Dept. of Commerce & Community Affairs Dept. of Commerce & Community Affairs	
IN	Susan Linxiner Deputy Director	6 months	No	No	Indiana Dept. of Commerce	

GENERAL ADMINISTRATION

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
IA	None	NA	NA	Clerical Staff only	Iowa Development Commission	The Tourism/Film Office Section is one section in the state's Economic Development Agency. A board of 11 directors, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake. All staff members are marketing managers.
KS	Ron Peters Assistant Director	6 months	Yes	Yes	Kansas Dept. of Economic Development	
KY	Janice Birdwhistell Deputy Commissioner	2 months	No	Yes*	Tourism Cabinet	* Except for 5 non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Bob Dudden Deputy Asst. Secretary	12 years	Yes	Yes	Dept. of Culture, Recreation & Tourism Office of Lt. Governor	During the 1986 legislative session the Department of CRT was moved under the Office of the Lt. Governor.
ME	None	NA	NA	See Comments	Maine State Development Office/Executive Department	Professional staff are appointed; support staff are classified state employees.
MD	Charles Lehmann Assistant Director	4 years	No	Yes	Dept. of Economic & Community Development	
MA	Debbie First	1 year 11 months	No	Mixed	Dept. of Commerce & Development	
MI	Jan Hayhow	1 year 8 months	Yes	Yes	Michigan Dept. of Commerce	
MN	Ginger Sisco	4 years	Yes	Yes	Dept. of Energy & Economic Development	
MS	Al Elmore	6 years	Yes	Yes	Dept. of Economic Development	
MO	None *	NA	NA	NA	NA	* Assistant Director's position was abolished by the Commission due to budget limitations.
MT	NA	NA	No	No	Montana Promotion Division Department of Commerce	
NE	None	NA	NA	No	Nebraska Department of Economic Development	
NV	David Fitzpatrick Marketing Director	6 months	No	*	Commission on Tourism	* Professional positions unclassified, clerical positions classified.
NH	Pat van Vliet Admin. Supervisor	4 years	Yes	Yes	Division of Economic Development	
NJ	Charles E. Geter Chief Assistant	11 years	Yes	No	New Jersey Dept. of Commerce & Economic Development	Tourism in New Jersey was upgraded to division level (sub-cabinet) by a 1977 statute, creating the new position of state travel director.
NM	Mary Oritz Administrative Secretary	4 years	Yes	Yes*	New Mexico Economic Development & Tourism Dept.	* A reorganization effective July 1, 1983, split off Economic Dev. and Tourism promotion functions from other regulatory functions. Two programs report to the Director for Tourism & Travel: Tourism Consumer Services and Tours & Meetings. Fifteen staff members are under civil service — three are not.

GENERAL ADMINISTRATION

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
NY	Joseph Schilling	6 years	Yes	Yes	Dept. of Commerce	
NC	None	NA	NA	No	North Carolina Dept. of Commerce	
ND	La Rue Laub Assistant Tourism Director	4 months	Yes	Yes	North Dakota Economic Development Commission	
OH	Gene Matheny	6 months	Yes	53%*	Ohio Dept. of Development	* Only clerical & support staff
OK	Vacant	NA	No	Yes	State Tourism & Recreation Dept.	The department is organized into 5 divisions: Mktg. Services, Lodges, State Parks, Planning & Development, and Administrative Services, each having a director. The Executive Director of the department is the cabinet level position. The total number of authorized employees is 863.
OR	Kim Vange Information Services Manager	4 months	Yes	Yes	Economic Development Dept.	
PA	Beulah Chabal Assistant Director	1 year 4 months	No	No	Pennsylvania Dept. of Commerce	
RI	Becky Bovelsky	9 months	No	1 clerical	Rhode Island Dept. of Economic Development	
SC	Peggy Smith Assistant Director	2 years	Yes	Yes	South Carolina Dept. of Parks, Recreation & Tourism	State employees are not under civil service as such. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	Vacant	NA	No	Yes	Department of State Development	Dept. reorganization transfers Tourism Division into Dept. of State Development, July 1, 1983.
TN	Thomas G. Lightsey Assistant Commissioner Anne McNeal Assistant Commissioner	3 years 6 months 2 years 10 months	No No	Yes Yes	* The Dept. of Tourist Development is a cabinet level dept.	* The state travel director is a Commissioner. The Assistant Commissioners reporting to him are non-civil service and manage the activities of the department. Management reporting to the Assistant Commissioners are the Director of Welcome Centers, Welcome Centers, Director of Administrative Services, Dir- of Information, Director of Sales. The Commissioner has a secretary and an Administrative Assistant who report directly to him and are non-civil service employees.
TX HWYS	Willis Albarado Director, Travel Services	17 years	No	No	State Dept. of Highways & Public Transportation	The Texas travel & tourism program is shared by 2 separate, complimentary state offices. The State Dept. of Hwys. & Public Trans. is responsible for operating the state's 12 hwy. tourist bureaus, production of the state's family of printed travel literature, production of hwy. travel info. exhibit (Info-boards) located in 105 hwy. rest areas, production-distribution of travel-oriented audio visuals, & compilation-publication of the state's annual survey of auto visitors.

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
TX TOUR	Phil Davis Assistant Director	19 years	No	No	None	Travel development responsibilities are divided between this agency & the State Dept. of Hwys. and Public Trans. Our major responsiblity is marketing while Texas Hwys. is the supply arm through its collateral program & tourist bureau operation.
UT	Ann King Assistant Director Industry Development	4 years 6 months	Yes	Yes	Dept. of Community & & Economic Development	
VT	J. Gregory Gerdel	5 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	Margaret M. Leesniak Assistant Commissioner	1 year 6 months	No	No	Dept. of Economic Development	Our Board of Conservation & Economic Development determines our policies and our Travel Advisory Committee is responsible for advice.
WA	Barbara Broomer Assistant Tourism Director	2 years	Yes	Yes	Washington State Dept. of Trade & Economic Development	
WV	Carolyn Ketchum Chief, Information Services	4 years	Yes	Yes	Department of Commerce	
WI	Rae Van Wyhe Director	3 years 4 months	Yes	Yes	Dept. of Development	
WY	Clyde R. Douglass Assistant Director	9 years	No	No	None*	* We are a separate agency within the exec. branch. We have a 7-member public board of Commissioners appointed by the Governor.
AS	Vacant	NA	NA	Yes	Office of Tourism	Office of Tourism separated from Development & Planning Office in May 1985.
CM	Bennet Sewan Deputy Managing Director	4 years 8 months	No	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitors Bureau rest in hands of a Board of Directors of 9; 5 appointed by the Governor and 4 elected from the general membership. They in turn hired the Managing Director who oversees the day-to-day affairs of the bureau and reports to the board on their monthly meetings.
GU	Ray J. Allague Deputy General Manager	4 months	NA	NA	None	Other employees consist of: administrative asst., executive secretary, community development programs coordinator, special projects coordinator, visitor services officer, membership officer, publicity specialist, research specialist, travel industry relations officer, administrative aide, promotion specialist & general manager, deputy manager & a promotions specialist at our Japan office.

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
AL	Duncan Black Contracted Ad Agent	Cunningham, Black & Farley Advertising 60 Commerce St. Suite 1204 Montgomery, AL 36104	4	Yes	Yes	Figures vary depending on the project. We assist in financing production costs for tourism related brochures, etc.*
AK	Mary Klugherz Marketing Coordinator	Foote, Cone and Belding P.O. Box 3183 San Francisco, CA 94119 Mystrom Advertising 808 E Street Anchorage, AK 99501	4-1/2 1-1/2	No*	NA	NA
AZ	Abe Baum Director of Advertising/ Promotion	Owens & Associates 2600 N. Central Phoenix, AZ 85004	4	Yes	Yes	1/1 up to 4/1 depending on size of community.
AR	Christopher Stanfield Director	The Woods Bros. Agency 1001 W. Markham Little Rock, AR 72201	9	Yes	No	2/1
CA	Kristy Flynn Director - Marketing & Communications Department of Commerce	Kaye, Donna Pearlstein 11080 Clympic Road Los Angeles, CA 90064	2	No	NA	NA
CO	Mario Giordano Director of Advertising & Promotions	Tracy-Locke Advertising, Inc. Prudential Plaza Bldg. 1050 17th St., Suite 700 Denver, CO 80265	3	No	NA	NA
CT	Anthony A. Davenport Director of Communications	In review*	NA	No	NA	NA
DE	Catherine Wheeler Associate Director for Tourism	Lyons Studios 715 Orange Street Wilmington, DE 19801	5	Yes	No	Up to 50%
DC	None	None	NA	No	NA	NA
FL	Rene W. Welti Assistant Director	Beber, Silverstein & Partners 3361 SW Third Ave. Miami, FL 33145	2	No	NA	NA
GA	Gary Womack Advertising Manager Georgia Tourist Division, Georgia Department of Industry & Trade	Pringle, Dixon, & Pringle Advertising & PR 245 Peachtree Center Marquis One Tower Suite 1500 Atlanta, GA 30301	3	Yes	No	50/50
HI	Eugene T. Cotter Sr. Vice President of Marketing & Administration	Milici/Valenti/Smith/ Park Advertising, Inc. 700 Bishop St. Honolulu, HI 96813	16	No	NA	NA
ID	Betsy Gabel Tourist Promotion Specialist	W. R. Drake & Company 401 South 8th St. Suite 201 Boise, ID 83707	5	Yes	Yes	50/50
IL	Lynda Simon Managing Director	Zechman & Associates	2	No	NA	None
IN	Elaine Ervin Director	Bloomhorst, Story and O'Hara 200 South Meridian St. Indianapolis, IN 46225	New	Yes	No	State can match up to 50% of cost of promotional project.

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
IA	Judy Gilbert	Creswell, Munsell, Fultz & Zirbel 600 East Court Ave. Des Moines, IA 50311	8	Yes	Yes	NA
KS	Cathy L. Kruzic Director	Simon Advertising/Art 822 W. 6th Topeka, KS 66603 Associated Advertising 4601 E. Douglas Wichita, KS 67218	5 5	No	NA	NA
KY	Kevin M. Nuss Director Marketing & Advertising	McCann-Erickson, Inc. 1469 South Fourth Louisville, KY 40202	New	Yes	Yes	50/50 up to a specified amount.
LA	Bruce Morgan Advertising and Publicity Director	Sides & Associates 404 Eraste Landry Road P.O. Box 51954 Lafayette, LA 70505 (318) 233-6473	1-1/2	Yes	Yes	50/50 cash.
ME	Wanda E. Pluner Director	Marketing Group 1 Canal Plaza Portland, ME	2	No	NA	NA
MD	Kurt P. Alverson Director	R, M & D Associates 120 W. Fayette Street Baltimore, MD 21201	New	Yes	Yes	50/50
MA	Richard P. Rust Deputy Commissioner	Ingall's, Quinn & Johnson Associates 857 Boylston Street Boston, MA 02116	3	Yes	No	50/50
MI	Al Sandner Director, Communications Div.	Ross Roy, Inc. 2751 E. Jefferson Detriot, MI 48207	27	Yes	Yes	Based on a ratio of local support in the eligible agency to local support in all eligible agencies.*
MN	Hank Todd Director Ginger Sisco Assistant Director	Carmichael-Lynch Advertising, Inc. 100 E. 22nd Street Minneapolis, MN 55404	1	No	NA	NA
MS	NA	Dobbs-Maynard 350 North Mart Plaza Jackson, MS 39206	2	Yes	Yes	50/50
MO	Marjorie Beenders Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	5	No	NA	NA
MT	Sandra Guedes Marketing	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	3	Yes	Yes	50/50
NE	Peggy Briggs Director	Bailey Lewis & Assoc. 924 NBC Center Lincoln, NE 68508	2	No	NA	*
NV	Stephen B. Richer Executive Director	Dunn, Draper, Glenn & Marz 50 Washington Street Reno, NV 89503	2-1/2	Yes	Yes	50% for counties over $10,000*
NH	Travel Director Advertising	O'Neil Griffen & Associates 324 Commercial Street Manchester, NH 03101	5	Yes	Yes, but line item & not transferable	50/50
NJ	Victoria D. Schmidt Director	Bozell & Jacobs, Inc. 2700 Route 22 Union, NJ 07083	4	Yes	Yes	*

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
NM	Ed Jungbluth Director, Tourism & Travel Div.	Epstein Communications 6301 Indian School Rd., NE Albuquerque, NM 87110	6 months	Yes	Yes*	Varies
NY	Clifford Theiss Deputy Commisioner 230 Park Ave. New York, NY 10169	Wells, Rich & Green 767 5th Ave. New York, NY 10022	9	Yes	No	50/50*
NC	Bill Arnold Acting Director	McKinney, Silver & Rockett Inc. 333 Fayetteville St. Raleigh, NC	10	Yes	No	50%
ND	Jim Puglie Tourism Director	Candee-Saueressig Advertising P.O. Box 693 Bismarck, ND 58502	1	Yes	Yes	50% up to $5000 for out-of-state advertising, convention advertising and trade shows.
OH	Rosalind Fultz Marketing Manager	Hameroff/Milenthal One Capitol South 175 South 3rd Street Columbus, OH 43215	4	Yes	Yes	50%
OK	Eugene Dilbeck Director Lynette Lambert Advertising Promotions Manager	Ackerman & McQueen Advertising, Inc. 1100 Citizens Plaza 1601 NW Expressway Oklahoma City, OK 73118	3	Yes	Yes	50-50
OR	Edward A. Remington State Travel Director	Borders, Perrin & Norrander 111 SW Oak Street Portland, OR 97204	2	No	NA	NA
PA	Beulah Chabal Acting Director	Ketchum Advertising Pittsburgh, PA 15222	8	Yes	No	50/50 on local income; 1/2 on expenditures.
RI	David DePetrillo	Duffy & Shanley 4 Cathredral Square Providence, RI 02903	3	Yes	Yes	50/50
SC	Martha Beckman Manager Advertising & Development Section Tourism Division	Leslie Advertising Agency 874 S. Pleasantburg Drive Greenville, SC 29607	7	Yes	Yes, earmarked admission tax revenues	Based upon available funds & merits of project, generally 50/50 funding process.
SD	Susan Edwards Director	Lawrence and Schiller Advertising, Inc. 3932 S. Willow Sioux Falls, SD 57105	7	No	NA	NA
TN	Anne W. McNeal Assistant Commissioner Travel Promotion	Eric Ericson & Associates 1130 Eighth Avenue South Nashville, TN 37203	7	Yes	Yes	50/50 - maximum $25,000
TX HWYS	NA*	NA*	NA*	No	NA	NA*
TX TOUR	Larry Todd	Neal Spelce Communications P. O. Box 1905 Austin, TX 78767	11	No	NA	NA

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
UT	Jay C. Woolley Director	Harris & Love, Inc. 1800 University Club Bldg. 136 E. So. Temple Salt Lake City, UT 84111 et al Advertising 10th Floor Walker Center 19 East 2nd South Salt Lake City, UT 84111	13* 3	Yes	Yes	$15,000 each, 50/50 match 9 regions.
VT	Donald A. Lyons Director	Bozell, Jacobs, Kenyon & Eckhardt 1 Boston Place Boston, MA 02108 Image, Inc. Burlington, VT 05401	6 1	Yes	Yes	50/50 with 25% of state share retained for "umbrella" program.
VA	Jule E. Bolio Director of Advertising	Siddall, Matus & Coughter, Inc. Fidelity Bldg. 9th & Main St. Richmond, VA 23219	4	No	No	NA
WA	Bill Taylor Tourism Director	Cole & Weber 308 Occidental Ave. South Seattle, WA 98104	1	Yes	Yes	50/50
WV	Michael Herron Director of Tourism Division	Charles Ryan Associates P. O. Box 2464 Charleston, WV 25329	1	No	Yes	90/10 up to $3,568 per county.
WI	Rae Van Wyhe Director Bureau of Marketing & Development	Frankenberry, Laughlin & Constable 207 E. Michigan Avenue Milwaukee, WI 53203	1	Yes	Yes	Up to 50%
WY	Randall A. Wagner Director	Broyles, Allebaugh & Davis, Inc. 31 Denver Technological Ctr. Englewood, CO 80111	New	Yes*	Yes	50% match not to exceed $40,000 per application.
AS	Minnie Tuia	Loomis & Pollock 666 Alo Moono Boulevard Suite 202 Honolulu, HI 96813	4	No	Yes	NA
CM	Managing Director	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	10	No	NA	NA
GU	Vivian Indalecio Promotions Officer Setsuko Cullen Marketing & Promotions Officer	Glimpses of Guam P. O. Box 3191 Agana, GU 96910 Meitsu BJK & E 1-1-3, Nishi-shambashi Minato-ku Tokyo 105, Japan	6 1	No	NA	NA

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1985	10. Additional Comments
AL	Yes	Yes**	67,783	* Monies from the bureau cannot exceed one-half of total cost of project and the grantee must provide one-fourth of total cost in cash. One-fourth of all printed matter becomes property of bureau of travel and tourism. ** We evaluate our advertising effectivess according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studying our success at certain U.S. and Canadian travel shows and also by surveys conducted in Alabama at hotels, air terminals, etc. We have developed and are continuing to develop marketing plans. We base marketing information on the annual "Travel in Alabama" report, produced by Auburn University.
AK	Yes	Yes*	Advertising: 497,013 General: 71,721	* The private sector of the Alaska Visitor industry raises money which is combined with state funds in a cooperative marketing program. Industry contributions are not, however, determined by a matching formula.
AZ	Partially	No	100,000	
AR	Yes	Yes*	289,645	* Conversion studies are conducted based on a sample of the inquiries.
CA	Yes	Yes	413,000	
CO	Yes	Yes	188,689	
CT	Yes	Yes**	Advertising: 45,000 General: 60,000	* We are in the process of evaluating the alternative of contracting with outside services. ** This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our twelve welcome centers by days and weeks and by the type in inquiries. A relatively small percentage of our budget is devoted to outright advertising. Most of our promotional/public relations dollars are spent on writing and placing editorial stories and pictures in U.S. newspapers and magazines. The series of public service TV promotion referred to in last year's survey have been aired in Connecticut, New York and Providence markets as paid advertising.
DE	Yes	Yes*	Advertising: 23,191 General: 57,384	* A conversion study is done on all coupon ads.
DC	No	No	NA	
FL	Yes	Yes*	400,000	* Conversion effectiveness is determined on both print and electronic advertising through follow-up on request for State Vacation Guide. Television advertising awareness, retention and effectiveness is evaluated through focus panel studies in market areas.
GA	Yes	Yes*	248,000	* Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up.
HI	Yes	Yes	NA	
ID	Yes	Yes*	63,925	* A conversion study is done based on a random sample of all inquiries received. Conversion research primarily measures return on advertising investment and cost/effectiveness of media utilized.
IL	Yes	Yes	Unknown	Use 800 number marketing analysis on requests made, and analysis of requests made through Travel Information Centers in Chicago, Springfield, and Marion office.
IN	Yes	Yes	25,000	
IA	Yes	Yes*	NA	* Advertising responses from consumer publications in the spring, summer & fall of '85 will be researched to determine the effectiveness of ads, conversions of responses and etc.
KS	Yes	No	150,000	
KY	Yes	Yes*	Advertising: 104,766 General: 2,826	* Telephone response is measured and coupons placed in ads are coded for measurement. A follow-up survey of a random sample of those who requested information is conducted at the end of each calendar year. The information collected is used to evaluate the effectiveness of the advertising.

ADVERTISING

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1985	10. Additional Comments
LA	Yes	Yes*	Advertising: 42,894 General: 34,519	* Coupons are coded to identify publication in which advertising appeared. Toll-free callers are also asked where they obtained the toll-free number. However, conversion studies are planned to be initiated this winter.
ME	Yes	Yes*	89,171	* We analyze the reach, penetration and cost effectiveness of our ads. Converison studies are also conducted.
MD	Yes	Yes*	184,000	* Conversion study conducted every two years. All "800" calls are required to state source of inquiry. Each print coupon and reader service inquiry is coded by the publication it appeared in and the specific ad that was run.
MA	Yes	Yes*	Advertising: 196,000 General: 1,000,000+	* Our advertising includes an 800 number to stimulate inquiries which we fulfill by providing a comprehensive vacation planner.
MI	Yes	Yes**	304,947	* The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. ** Inquiries are analyzed by zip code of residence, by type of inquiry (mail, phone, walk-in, recorded lines), and by type of information provided. The advertising campaign will feature a "Family Reunion" program designed to encourage more friend and relative travel to Michigan as part of the Sesquicentennial Celebration.
MN	Yes	Yes*	401,605	* We do a random sampling of all inquiries by season and program. We conduct three major advertising campaigns each fiscal year, viz., Fall, Winter, and Spring/Summer. In addition we conduct special advertising programs in the trade press for domestic and international group tours, and meetings and conventions. We also do target advertising to special interest groups such as outdoor and fishing enthusiasts, and those interested in winter sports. Inquiries from all advertising campaigns are surveyed to determine amount of economic impact.
MS	Yes	Yes*	37,000	* Periodic conversion surveys and cost per inquiry factors are evaluated.
MO	Yes	NA	NA	
MT	Yes	Yes	Advertising: 228,503 General: 26,713	A semi-annual conversion study is conducted based on a sample of the inquiries received during the year.
NE	Yes	Yes**	121,944	* State matching fund-programs are classified as either "Event Marketing Assistance," "Regional Marketing Assistance," or "Marketplace Assistance." Direct grant funds are taken from limited resources up to 100%, favoring 50/50. ** Inquiry conversion studies are conducted annually.
NV	Yes	Yes	175,000	State grant monies are available to organizations in rural counties and are authorized by county governing boards for purposes of promoting and stimulating travel to events in these local areas. * The Commission on Tourism decides the matching formula for other counties. However, the two largest counties are ineligible.
NH	No	Yes	Key Mail: 9,155 Referred Mail: 6,108 Telephone: 16,536 Student Mail: 5,537 Miscellaneous: 33,247	
NJ	Yes	Yes**	100,000+	* Three-hundred fifty thousand dollars ($350,000) total program for Fiscal Year 1986. Grant maximum will not exceed 8% of total progam or 50% of amount applied for. ** Ads are keyed for data and placement to evaluate volume and "duration" or responses.
NM	Yes	Yes*	55,385	* Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1985	10. Additional Comments
NY	Yes**	Yes***	2,200,000	* With a minimum of $20,000 and a maximum of $150,000 per applicant. Awards over $20,000 may be subject to pro-rate payout of available funds. ** Not all ads are directed to stimulating inquiries. Programs run full range of media and include consumer, trade and convention advertising. *** Limited to consumer media programs.
NC	Yes	Yes	Advertising: 159,785 Reader Service: 99,464 General: 77,666	
ND	Not in all cases	Yes	88,729	
OH	Yes	Yes*	884,629**	* Effectiveness of advertising is measured primarily through our national 1-800 BUCKEYE Action Response Center. Inquiries are surveyed to ascertain which media prompted the call. The survey is characterized for a formatted series of questions, directed to each travel consumer, by a Buckeye Line travel counselor. Questions for caller information, consistently yielded from inquiries, also reveal the geographic origins of responses, thus further defining in-state and out-of-state markets and market segments. In addition, survey response data enables evaluation of market penetration and strategies. ** Total inquiries for year include bulk mail as well as 631,662 1-800 BUCKEYE inquiries.
OK	Yes, plus image development	Yes*	291,000	* Conversion studies are made to determine the impact of our advertising program. A concentrated effort is made to promote Oklahoma's Image as a travel destination emphasizing water-based recreation and western heritage, using the advertising/promotions theme: On To Oklahoma! America's Frontier Lake State. The state has a concentrated advertising program in a selected market area designed to increase visitor traffic during the fall, spring, and summer months. Also, we are attempting to keep Oklahoma residents traveling in-state during their vacations. Promotional efforts to reach the international market are currently being expanded.
OR	Yes	Yes*	Advertising: 37,437 General: 50,842	* Each year an advertising converison study is done. An in-depth survey of respondents to magazine, television, and newspaper advertisements and persons who attended several outdoor sports and recreation exhibitions is conducted to determine effectiveness of the ads and the expenditures of those who visited.
PA	Yes	Yes*	165,400	* Inquiries generated by toll-free telephone are evaluated by time and source of inquiries. This is matched with media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed as
SC	Yes*	Yes**	258,193	* Print media is designed to generate inquiries; TV is not. ** All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.
SD	Yes*	Yes**	155,000	* Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media. ** Inquiry counts, cost-per inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip code are handled by computer.
TN	Yes	Yes*	241,510	* We do inquiry counts for each publication, broadcast market, free listing, and other identifiable sources. We also analyze by state of residence and do conversion studies and cost per inquiry analyses.
TX HWYS	NA*	NA*	Advertising: 189,520 General: 77,087	* See separate response of the Texas Tourist Development Agency.
TX TOUR	Yes*	Yes**	95,767	* Partially ** Periodic conversion studies, conducted in house, sample 6,000 of the previous year's respondents to dents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.

ADVERTISING

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1985	10. Additional Comments
UT	Yes	Yes**	185,292	* Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter programs deal heavily in matching funds from the private sector and is handled as a separate program by "et al Advertising Agency." ** Inquiries are surveyed on a periodic basis; spotchecks are done through advertising conversion studies in magazines, audience surveys, and focus groups for broadcasts.
VT	Yes	Yes*	120,100	* We conduct annual surveys and spot interviews to determine visitor profile, economic data, and vacation activity preferences. Also periodic motivation/perception surveys.
VA	Yes*	Yes**	Unknown	* Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. ** Inquiries are recorded for CPI studies and conversion ratio studies.
WA	Yes	Yes	181,556	
WV	Yes	Yes	Advertising: 34,083 General: 47,909	
WI	Yes	Yes	Phone: 148,826 Mail: 54,922	
WY	Yes	Yes**	Advertising: 177,165 General: 70,000	* Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. The total budget available for matching funds during fiscal year 1986 is $347,000. ** Conversion studies are done periodically.
AS	Yes	Yes	5,000	
CM	No	No	Advertising: 25 General: 4,500	Cooperative Marketing Policy has been developed to encourage the development and marketing of off-season and other special tours to the Northern Marianas, and to provide monetary and other assistance to such endeavors. Proposals for such assistance must meet the following criteria: 1) The project must be structured as a special promotion; annual or semi-annual general sale tour packages can qualify for new markets. 2) The project must be aimed at producing a minimum of 500 visitors for the Northern Marianas. 3) The amount of financial contribution to the organizing group will not exceed $3,000 for any one project. Amounts may be greater depending on the scope and its duration.
GU	Yes	No	4,000	Cooperative marketing policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations: ie. airlines, tour operators, travel agents, business firms and social organizations are welcomed but must meet the following criteria: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will qualify. 2. The project must be aimed to producing at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed $5,000 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution will be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to the publication. 6. Participation must be approved by the GVB's Board of Directors which requires that proposals be submitted to the Bureau at least one month prior to commencement of project.

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1985-86	Rank	3. Total Budget for Fiscal Year 1986-87	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	3,158,048	26	3,025,740	29	No	State Lodging Tax	22.9%	4% state specific tax on lodging
AK	July 1	8,179,524	8	7,374,800	11	Yes	NA	NA	None
AZ	July 1	2,731,500	30	3,421,000	28	Yes	NA	NA	5% state general sales tax 4% state specific tax on lodging*
AR	July 1	2,925,519	28	2,931,282	31	Yes	NA	NA	4% state general sales tax
CA	July 1	5,888,900	11	7,836,600	10	Yes	NA	NA	None
CO	July 1	3,777,238	23	3,536,000	26	No	Tourism Promotion Tax, which is .01 on revenue from lodging, restaurant, food and drink sales, ski lift tickets attraction, admissions, ground transportation	100%	3% state general sales tax
CT	July 1	1,400,000	41	1,500,000	41	Yes	NA	NA	7.5% state general sales tax
DE	July 1	831,000	48	1,348,500	43	Yes	NA	NA	6% state specific tax on lodging
DC	October 1	2,000,000*		2,200,000*		No	Membership dues $1.00 per night per room occupancy tax in DC	60% membership dues 40% hotel occupancy tax	10% state specific tax on lodging
FL	July 1	9,498,292	4	10,814,389	6	Yes	NA	NA	5% state general sales tax
GA	July 1	5,373,108	14	6,076,603	12	Yes	NA	NA	4% state general sales tax
HI	July 1	6,564,391	9	8,464,391	8	No	Membership Miscellaneous income	16.6% 1.1%	4% state general sales tax 5% state specific tax on lodging*
ID	July 1	1,670,550	39	1,788,324	38	No	Lodging tax receipts	None	5% state general sales tax 2% state specific tax on lodging
IL	July 1	14,351,350	1	15,500,000	1	No	Lodging Tax	None	6% state specific tax on lodging
IN	July 1	2,100,000	35	2,100,000	35	Yes	NA	NA	5% state general sales tax
IA	July 1	614,718	50	1,489,981	42	Yes	NA	NA	None
KS	July 1	1,144,260	45	1,236,949	47	Yes	NA	NA	4% state general sales tax Up to 2% local option tax on lodging
KY	July 1	2,968,800	27	4,006,600	22	Yes	NA	NA	5% state general sales tax

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1985-86	Rank	3. Total Budget for Fiscal Year 1986-87	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
LA	July 1	4,758,672	19	4,195,460	21	No	$1,028,000 dedicated to the Office of Tourism from a "vendor's compensation" tax. Said monies fuel an Economic Diversification fund, from which our $1,028,000 arrives.	24.5% Economic Diversification fund	4% state general sales tax
ME	July 1	911,000	47	1,209,245	48	No	In FY '87, approx. 10% of 2% tax on lodging	25%	5% state general sales tax 2% state specific tax on lodging
MD	July 1	3,343,321	24	3,455,236	27	Yes	NA	NA	5% state general sales tax
MA	July 1	9,316,573	7	9,406,448	7	Yes	NA	NA	5.7% state specific tax on lodging
MI	October 1	11,800,000	2	11,800,000	4	Yes	NA	NA	4% state general sales tax
MN	July 1	5,181,300	16	5,150,350	17	Yes	NA	NA	6% state general sales tax
MS	July 1	2,037,000	37	1,584,000	40	Yes	NA	NA	6% state general sales tax
MO	July 1	3,188,686	25	4,224,606	20	Yes	NA	NA	4 1/8% state general sales tax
MT	July 1	1,263,000	42	1,186,000	49	Yes	NA	NA	None
NE	July 1	1,166,630	44	1,308,679	45	No	1% state lodging tax	None	3.5% state general sales tax* 1% state specific tax on lodging
NV	July 1	4,441,543	20	4,724,746	18	No	Lodging tax receipts	100%	7% state specific on lodging*
NH	July 1	1,865,607	38	1,894,287	37	Yes	NA	NA	7% state specific tax on lodging
NJ	July 1	6,361,000	10	8,141,000	9	Yes	NA	NA	6% state general sales tax
NM	July 1	2,178,020	34	2,082,900	36	Yes	NA	NA	3.75% state general sales tax
NY	April 1	9,390,000	6	14,836,100	2	Yes	NA	NA	4% state general sales tax
NC	July 1	5,877,500	12	5,877,500	14	Yes	NA	NA	4% state general sales tax local option occupancy tax exists in several counties
ND	July 1	670,000	49	670,000	50	No	Gasoline tax receipts	100%*	4% state general sales tax 2% local option tax on lodging

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1985-86	Rank	3. Total Budget for Fiscal Year 1986-87	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
OH	July 1	5,420,973	13	5,273,957	16	Yes	NA	NA	5% state general sales tax *specific tax on lodging
OK	July 1	3,976,373	22	3,786,861	25	Yes	NA	NA	3% state general sales tax
OR	July 1	1,250,000	43	1,250,000	46	Yes	NA	NA	None
PA	July 1	9,470,000	5	11,864,000	3	Yes	NA	NA	6% state general sales tax
RI	July 1	1,000,000	46	1,313,000	44	No	Lodging tax RI Port Authority	15% 30%	6% state general sales tax 4% state specific tax on lodging
SC	July 1	4,963,964	18	5,445,333	15	No	Admission tax funds in excess of $3.5 million	56%	5% state general sales tax 2% state specific tax on lodging
SD	July 1	2,200,000	33	2,200,000	34	No	Motor gas tax	100%	4% state general sales tax
TN	July 1	10,620,800	3	10,824,000	5	No	Interdepartmental revenue from the State Dept. of Transportation which is gas collections	23%	5.5% state general sales tax
TX HYWS	September 1	2,954,035	17	3,076,124	19	No	*	None	4.125% state general sales tax 4% state specific tax on lodging
TX TOUR	September 1	2,033,172		1,641,172		Yes	NA	NA	4.125% state general sales tax 4% state specific tax on lodging
UT	July 1	3,993,800	21	3,848,800	24	Yes	NA	NA	5.75% state general sales tax Up to 3% state specific tax on lodging
VT	July 1	1,508,000	40	1,610,700	39	No	Advertising enterprises	1%	4% state general sales tax 6% state specific tax on lodging
VA	July 1	5,352,000	15	6,054,000	13	Yes	NA	NA	4% state general sales tax
WA	July 1	2,788,244	29	3,017,785	30	No	Motor vehicle fund (gasoline tax receipts for "highway related purposes")	9%*	6.5% state general sales tax

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1985-86	Rank	3. Total Budget for Fiscal Year 1986-87	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
WV	July 1	2,041,641	36	2,425,660	33	Yes	NA	NA	5% state general sales tax 3% local option tax on lodging
WI	July 1	2,521,400	32	2,443,400	32	Yes	NA	NA	5% state general sales tax
WY	July 1	2,597,696	31	3,897,721	23	Yes	NA	NA	3% state general sales tax (plus 1% county option)
AS	October 1	321,500		485,500		Yes	NA	NA	None
CM	October 1	1,075,500		1,198,000		No	Room occupancy tax Beer container tax Membership dues/in-kind contributions Miscellaneous	65% 10% 15% 10%	10% state specific tax on lodging
GU	October 1	2,734,348		2,734,348		No	20% matching funds from cash and in-kind contributions from private industry membership	20%	10% state specific tax on lodging

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1985-86 11. (Percent in-State)
AL	1,386,462	938,820	30,000	402,765	250,312	34,689	15,000	75,000	NA	25,000*		Magazine: 205,845 Newspaper: 6,920 TV: 176,000 Outdoor: 14,000 (None)
AK	756,000	370,024	390,200	3,621,700	787,500	758,300	413,200	375,100	100,000	140,000	Inquiry Fulfillment: 467,500	Magazine: 1,926,500 Newspaper: 127,800 TV: 1,482,000 Other: 85,400 (None)
AZ	449,400	312,600	100,000	1,377,500	165,000	77,000	50,000	200,000	NA	NA	NA	Magazine: 472,000 Newspaper: 17,000 TV: 306,200 Outdoor: 355,000 Other: 227,300 (None)
AR	1,230,698	529,281	30,000	500,000	207,862	34,972	20,647	332,763	NA	39,296	NA	Magazine: 250,000 Newspaper: 150,000 TV: 100,000 (None)
CA	402,800	478,400*	445,400	3,336,300	43,200	862,100	7,700	NA	NA	NA	Inquiry fulfillment: 313,000	Magazine: 1,591,000 TV: 1,640,000 Outdoor: 105,300 (3%)
CO	270,000	213,000	168,656	1,728,828*	206,000	315,000	135,747	NA	NA	30,000	Fulfillment: 357,843 Other marketing/Advertising: 352,164	Magazine: 549,755 Radio: 175,685 TV: 864,903 Outdoor: 8,485 Other: 130,000 (8%)
CT	Incl. in Other Admin. Costs	589,000	14,000	197,000	200,000	120,000	NA	NA	250,000*	30,000	NA	Magazine: 18,500 Newspaper: 121,700 TV: 56,800 (2.5%)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1985-86 11. in-State)
DE	182,500	323,500	125,000	Incl. in Advertising Production	Incl. in Other Admin.	Incl. in Other Admin.	NA	200,000	NA	NA	NA	Magazine: 125,000
FL	2,303,560	1,410,900	634,000	3,112,290	602,310	944,670	301,500	NA	NA	105,400	Capital outlay: 83,662	Magazine: 483,900 Newspaper: 226,700 TV: 2,091,800 Other: 309,890 (8%)
GA	2,341,000	144,508	*	1,847,335	188,214	76,878	50,000	NA	NA	337,186	Pass thru funds: 111,500 Local welcome center: 165,000 Other: 111,487	Magazine: 370,000 Newspaper: 290,000 TV: 370,000 Other: 817,335 (85%)
HI	2,117,700	935,991	50,000	1,227,000	390,000	1,529,500	231,800	NA	NA	NA	Meetings/ Conventions: 68,100 Membership: 14,300	Magazines: 1,192,000 Other: 35,000 (None)
ID	168,310	143,025	35,298	255,577	239,397	37,500	3,000	741,442	NA	NA	New promo film: 30,000 Contingency: 17,001	Magazine: 255,577 (None)
IL	796,350	NA	10,000,000	Incl. in Adv. Production	680,000	1,594,000	NA	1,281,000	NA	NA		Not avail. (Not avail.)
IN	196,500	77,500	Incl. in Media Purchase	868,000	307,000	380,000*	71,000	200,000**	NA***	NA	NA	Magazine: 108,000 Newspaper: 20,000 Radio: 40,000 TV: 700,000 (30%)
IA	210,216	106,138	Incl. in Media Purchase	156,841	90,560	NA	15,994	34,969	NA	NA	NA	Magazine: 15,000 Newspaper: 131,341 Other: 10,500 (None)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1985-86 11. (Percent In-State)
KS	368,447	193,676	197,559	122,000	168,428	15,000	10,500	NA	Special Funding	58,650	Pass thru grant Ag Hall of Fame: 10,000	Magazine: 60,000 Radio: 35,000 TV: 20,000 Other: 5,000 Outdoor: 2,000 (47%)
KY	830,800	425,000	140,000	360,000	420,000	95,000	30,000	403,000	NA	265,000	NA	Magazine: 84,000 Newspaper: 31,000 Radio: 75,000 TV: 156,000 Other: 14,000 (30%)
LA	1,269,517*	566,346	Incl. in Media Purchase	1,507,633	350,000	398,051	12,000	320,000	NA	210,125**	"Pass through" money appropriated for other entities: 125,000	Magazine: 730,072 Newspaper: 120,031 TV: 258,560 Outdoor: 6,574 Other: 392,396
ME	110,000	25,929	69,500	236,571	240,000	61,000	83,000	NA	NA	85,000	NA	Magazine: 163,300 Newspaper: 17,911 Radio: 55,360 (None)
MD	374,689	212,000	325,000	760,000	400,000	152,000	47,500	299,973	NA	742,750	Special Events: 29,409	Magazine: 226,785 Newspaper: 50,107 TV: 483,108 (20%)
MA	150,000	76,637	123,637	4,257,187	1,205,305	830,000	100,000	1,800,000	NA	135,009	Special grants: 150,000 Collateral distribution: 488,788	Magazine: 946,802 Newspaper: 402,587 Radio: 153,698 TV: 2,754,100 (15%)
MI	1,400,000	1,446,000	750,000	3,244,000	1,300,000	510,000	200,000	1,250,000	NA	NA	Sesquicentennial advertising and promotion: 1,700,000	Magazine: 1,208,300 Newspaper: 354,300 Radio: 234,700 TV: 1,446,700 (20.7%)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1985-86 11. (Percent in-State)
MN	906,700	1,015,600	555,000	1,375,000	438,500	210,500	30,000	650,000	NA	NA	NA	Magazine: 634,750 Radio: 92,750 TV: 450,000 Other: 197,500 (27%)
MS	235,000	288,000	180,000	120,000	81,000	80,000	12,000	150,000	NA	891,000*	NA	Magazine: 100,000 Newspaper: 20,000 (5%)
MO	588,451	242,453	713,790	1,256,210	272,000	25,000	25,000	NA	NA	65,782	NA	Magazine: 57,125 Newspaper: 133,235 Radio: 376,035 TV: 669,640 Other: 20,175 (est. 25%)
MT	273,910	156,090	20,000	444,000	139,000	64,000	9,000	40,000	NA	NA	Postage: 117,000	Magazine: 331,000 TV: 68,000 Outdoor: 18,000 Other: 27,000 (None)
NE	304,054	84,900	75,000	202,000	303,000	122,676	NA	75,000	NA	NA	NA	Magazine: 202,000 Radio & TV** (None)
NV	383,999	1,364,548	149,606	537,282	278,349	93,528	20,000	217,661	NA	NA	1,396,570	Magazine: 315,079 Newspaper: 115,060 Radio: 68,725 Outdoor: 20,418 Other: 18,000 (15%)
NH	152,407	10,500*	Incl. in Media Purchase	465,314	269,334**	237,302	35,000***	670,000****	*****	*****	New York branch office (share) 25,550	Magazine: 20,000 Newspaper: 20,000 Radio: 25,000 TV: 400,314 (5%)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising Breakdown by Medium and Dollars 1985-86 11. (Percent in-State)
NJ	348,000	222,000	540,000	3,176,900	830,475	513,625	70,000	350,000	Incl. in Welcome Center Operation	100,000	Grants & historic sites: 210,000	Magazine: 132,600 Newspaper: 168,000 Radio: 686,200 TV: 1,988,100 Other: 200,000 (Unknown)
NM	434,400	39,900	NA	NA	300,220	203,500	NA	840,000	NA	NA	Institutional program: 360,000	Not avail. (None)
NY	*	NA	600,000	5,613,000	1,492,500	382,500	112,000	**	NA	NA	Coop Advtising: 650,000 Consultants: 540,000	Magazine: 200,700 Newspaper: 1,401,400 Radio: 155,500 TV: 3,855,400 (None)
NC	511,500	236,250	150,000	2,889,750	750,000	80,000	10,000	250,000	NA	1,000,000	NA	Magazine: 690,000 Newspaper: 2,199,750 (None)
ND	175,000	40,000	5,000	100,000	75,000	140,000	10,000	75,000	NA	50,000	NA	Magazine: 100,000 (None)
OH	638,578	749,766	3,030,095	Incl. in Adv. Production	NA	102,534	50,000	300,000	NA	NA	Subsidy grants: 250,000 Department marketing: 300,000	Magazine: 239,000 Newspaper: 172,000 Radio: 882,095 TV: 1,607,000 Outdoor: 55,000 Other: 75,000 (60-65%)
OK	1,628,071	360,971	82,500	620,000*	571,043	162,640	21,600	471,300	NA	178,248	NA	Magazine: 280,000 Newspaper: 87,500 Radio: 100,000 Outdoor: 15,120 Other: 17,380 Trade Agmt: 120,000** (6.5%)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1985-86 11. (Percent In-State)
OR	224,559	330,006	17,703	153,205	289,291	49,682	20,505	NA	NA	139,324	Matching grants for museums: 12,250	Magazine: 110,308 Newspaper: 29,109 TV: 13,788 (None)
PA	870,000	245,000	545,200	2,256,000	600,000	35,000	68,800	4,500,000	NA	NA	Postage & fulfillment: 250,000	Magazine: 750,000 Newspaper: 111,000 Radio: 145,000 TV: 1,200,000 Outdoor: 50,000 (40%)
RI	315,000	50,000	25,000	375,000	150,000	20,000	*	55,000	NA	10,000	NA	Magazine: 200,000 Newspaper: 175,000 (None)
SC	1,285,563	482,774	222,350	971,600	363,666	393,336	5,000	1,200,000	NA	39,675	NA	Magazine: 313,000 Newspaper: 230,000 TV: 428,600 (None)
SD	579,000	244,000	100,000	600,000	482,000	60,000	10,000	NA	NA	NA	Toll-free answering service/ Mailing operation: 125,000	Magazine: 500,000 Newspaper: 100,000 (5%)
TN	2,502,900	714,000*	376,286	3,930,956	433,129	382,025	57,245	225,000	NA**	1,793,000	Discretionary grants: 141,000 Co-op to travel profes-sionals: 65,259	Magazine: 815,063 Newspaper: 188,002 TV: 2,910,484 Other: 17,407 (None***)
TX HWYS	**	**	**	**	1,213,733	**	**	**	**	1,740,302	NA	NA (NA)
TX TOUR	430,253	187,248	184,005	1,042,698	*	146,944	42,024	*	*	*	NA	Magazine: 888,465 Newspaper: 154,233 (None)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising Breakdown by Medium and Dollars 1985-86 11. (Percent In-State)
UT	386,136	151,788	1,576,500	530,000	462,495	136,942	76,750	135,000	52,000	220,189	Discretionary funds*: 55,000 Special opportunity funds**: 211,000	Not Avail. (None)
VT	456,200	170,000	45,000	339,000	230,000	76,800	1,000	190,000	NA	NA	Incl. in overall admin. operations	Magazine: 165,000 Newspaper: 129,000 Radio: 45,000 (1%)
VA	1,358,923	218,577	612,600	2,140,320	NA	85,000	93,080	NA	NA	843,500	NA	Magazine: 84,000 Newspaper: 200,000 TV: 1,856,320 (None)
WA	466,400	340,847**	Incl. in Media Purchase	1,252,422	242,200	23,500***	6,875	250,000	NA	97,000 ****	Equipment: 15,000 Facility renovation: 50,000	Magazine: 1,200,000 Newspaper: 52,422 (12%)
WV	710,870	240,851	157,250	616,250	224,731	91,689	NA	NA	NA	NA	NA	Magazine: 9,500 Newspaper: 57,250 Radio: 85,000 TV: 366,250 Outdoor: 4,750 Other: 93,500 (6%)
WI	775,600	70,000	NA	715,000	270,000	96,800	47,000	120,000	NA	147,000	Video production: 50,000 Inquiry response: 230,000	Newspaper: 97,300 Radio: 87,400 TV: 175,000 Outdoor: 335,300 Other: 20,000 (9.5%)
WY	449,176	382,722*	38,440	520,415	293,562	86,370**	3,000	617,000	NA	NA	Postage for brochure packets: 207,011	Magazines: 410,415 Newspaper: 30,000 Other: 80,000 (None)

BUDGET

9. Breakdown of 1985-86 Budget (By Dollar Amounts)

State	Personnel Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1985-86 11. (Percent in-State)
AS	141,500	61,500	Incl. in Genl. Promo.	Incl. in Genl. Promo.	Incl. in Genl. Promo.	118,500	Incl. in Genl. Promo.	NA	NA	NA	NA	Not avail. (Not avail.)
CM	360,000	86,000	13,526	86,658	23,000	363,016	15,000	NA	NA	NA	Maintenance, community projects, and fixed assets purchases: 128,300	Magazine: 81,257 Newspaper: 4,405 Radio: 996 (None)
GU	453,382	315,160	65,000	402,330	177,435	580,895	15,000	NA	NA	NA	Contractual/ Developmental: 261,405 Membership dues/In-kind contributions: 463,741	Magazine: 254,430 Newspaper: 42,900 TV: 105,000 (None)

BUDGET

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												13. Advertising breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
AL	1,449,819	664,118	35,000	369,953 (42)	255,000	35,000	26,850	150,000	40,000*	NA		Magazine: 196,639 Newspaper: 6,314 TV: 155,000 Outdoor: 12,000 (None)
AR	736,400	251,400	159,200	3,569,400 (9)	642,400	719,400	401,800	268,800 (	NA	140,000	Inquiry fulfillment: 486,000	Magazine: 1,638,400 Newspaper: 40,000 Radio: 10,000 TV: 1,881,000 (1.5%)
AZ	508,100	318,500	230,000	1,769,400 (17)	165,000	80,000	50,000	300,000	NA	NA	NA	Magazine: 480,000 Newspaper: 27,000 TV: 650,000 Outdoor: 460,000 Other: 152,400 (None)
AR	1,215,879	443,852	35,000	500,000 (37)	313,350	28,042	26,228	337,195	NA	31,736	NA	Magazine: 250,000 Newspaper: 150,000 TV: 100,000 (None)
CA	399,100	437,400**	485,000	4,848,400 (3)	50,000	692,900	NA	NA	NA	NA	Inquiry fulfillment: 585,000 Reserve collateral materials, other: 338,800	Magazine: 1,515,000 Newspaper: 300,000 Radio: 200,000 TV: 2,833,400 (38%)
CO	366,610	195,000	196,000*	1,270,000* (22)	320,000*	384,956*	160,000	NA	NA	90,000	Other marketing/ advertising: 112,094 Fulfillment: 441,340	Magazine/ Newspaper: 309,300 Radio: 212,700 TV: 598,000 Other: 150,000 (9%)
CT	Incl. in Other Admin. Costs	680,000	80,000	250,000 (43)	335,000	125,000	NA	NA	NA	30,000	NA	Magazine: 55,000 Newspaper: 70,000 TV: 85,000 Other: 40,000 (2.5%)

BUDGET

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												13. Advertising breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
DE	225,100	258,400	Incl. in Media Purchase	185,000 (48)	350,000	70,000	40,000	200,000	NA	NA	Miscellaneous: 20,000	Not avail. (Not avail.)
FL	2,451,296	1,430,860	600,000	4,262,176 (5)	452,000	923,000	256,000	NA	356,400	57,000	Capital outlay 25,657	Magazine: 300,413 Newspaper: 284,361 TV: 1,952,714 Other: 1,724,688 (4%)
GA	2,551,862	608,650	*	2,227,200 (15)	187,225	64,914	NA	NA	NA	323,752	Miscellaneous promotionals: 113,000	Magazine: 450,000 Newspaper: 334,080 TV: 450,000 Other: 993,120 (85%)
HI	2,243,900	1,144,291	100,000	2,189,200 (14)	452,400	1,966,100	247,400	NA	NA	NA	Meetings/Conventions: 81,100 Membership: 40,000	Magazine: 2,189,200 (None)
ID	192,650	161,925	30,000	250,060 (46)	269,000	39,200	23,000	767,489	NA	NA	New promotional film: 55,000	Magazine: 250,060 (None)
IL	996,500	173,300	Incl. in Media Purchase	10,000,000 (2)	746,400	1,980,500	NA	1,281,000	NA	NA	State Fair: 56,200 Misc.: 266,100	Not avail. (Not avail.)
IN	221,000	110,000	Incl. in Media Purchase	868,000 (28)	307,000	294,000*	100,000	200,000**	NA***	NA	NA	Magazine: 108,000 Newspaper: 20,000 Radio: 40,000 TV: 700,000 (30%)
IA	404,886	274,800	Incl. in Media Purchase	552,295 (36)	120,000	20,000	50,000	45,000	NA	NA	State aid: 23,000	Magazine: 220,000 Newspaper: 200,000 Radio: 32,295 Other: 100,000 (None)
KS	387,789	32,964	242,897	59,840 (45)	170,000	199,149	NA	NA	NA	44,310	Fee fund, sale of promotional items: 100,000	Magazine: 29,840 Radio/TV: 30,000 (50%)

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
KY	977,200	450,000	100,000	750,000 (29)	500,000	132,000	50,000	502,000	120,400	425,000	NA	Not avail. (Not avail.)
LA	1,231,234	450,000	Incl. in Media Purchase	1,265,487 (24)	400,000	232,641	75,000	320,000	NA	169,698**	"Pass through" money appropriated for other entities: 51,400	Magazine: 647,186 Newspaper: 70,835 Outdoor: 67,800 Other: 479,666 (None)
ME	120,000	35,500(1)	86,500	355,000 (40)	306,000(2)	66,083(3)	74,162(3)	NA	NA	160,000	Conferences and seminars (in-state): 6,000	(4) Magazine: 209,470 Newspaper: 18,000 Radio: 95,530 Outdoor: 32,000 (None)
MD	547,132	568,075	140,000	681,324 (31)	396,385	49,512	NA	333,070	NA	739,738	NA	Not. Avail. (30%)
MA	400,000	60,000	151,567	3,000,000 (10)	1,500,000	975,000	100,000	2,200,000	NA	134,881	Special grants: 120,000 Collateral distribution: 765,000	Magazine: 517,500 Newspaper: 382,500 Radio: 100,000 TV: 2,000,000 (12%)
MI	1,151,916	1,189,377	350,000	3,785,734 (7)	1,337,268	1,135,605	200,900	1,249,200	NA	NA	Sesquicentennial advertising and promotion: 1,400,000	Magazine: 745,790 Newspaper: 431,574 Radio: 954,005 TV: 1,654,365 (28.1%)
MN	1,059,650	924,200	881,516	1,018,484 (19)	405,000	149,500	15,000	697,000	NA	NA	NA	Magazine: 152,585 Newspaper: 511,890 Radio: 40,845 TV: 313,164 (27.3%)
MS	213,000	250,000	120,000	117,000 (47)	40,000	37,000	25,000	25,000	NA	757,000*	NA	Magazine: 117,000 (None)

BUDGET

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												13. Advertising Breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
MO	614,371	249,453	976,074	1,993,926 (12)	275,000	25,000	25,000	NA	NA	65,782	NA	Magazine: 50,500 Newspaper: 281,346 Radio: 422,185 TV: 1,202,395 Other: 37,500 (est. 25%)
MT	280,882	83,618	18,000	451,000 (39)	138,500	54,000	NA	40,000	NA	NA	Postage: 120,000	Magazine: 357,000 TV: 70,000 Other: 24,000 (None)
NE	330,102	95,000	100,000	220,000 (44)	350,000	138,577	NA	75,000	NA	NA	NA	Magazine: 200,000 Newspaper: 20,000 Radio & TV: ** (None)
NV	414,751	1,215,247	58,500	788,500 (30)	279,430	161,747	40,000	300,000	NA	NA	Nevada Magazine: 1,466,571	Magazine: 134,831 Newspaper: 224,194 Radio: 422,856 Other: 6,619 (15%)
NH	155,788	8,500*	Incl. in Media Purchase	500,000 (est.) (38)	241,300 (est.)	82,699	30,000 (est.)	850,000	*****	*****	New York office (share): 26,000 (est.)	Magazine: 20,000 Newspaper: 20,000 Radio: 25,000 TV: 435,000 (5%)
NJ	423,000	207,000	702,233	4,534,342 (4)	1,144,000	530,425	100,000	350,000	NA	100,000	Historic sites & cultural promotion opportunity: 50,000	Magazine: 71,590 Newspaper: 382,700 Radio: 1,204,000 TV: 2,586,400 Other: 289,652 (unknown)
NM	488,900	43,000	162,930*	923,070* (25)	221,000	244,000	NA	*	NA	NA	NA	Not avail.* (None)

BUDGET

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising Breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
NY	NA	NA	800,000	10,219,000 (1)	NA	726,400	187,000	NA	NA	NA	Special Projects: 25,800 Co-op Ad: 700,000 Co-op Consultants: 230,000 Collateral Projects: 1,947,900	Not Avail.
NC	511,500	236,250	150,000	2,889,750 (11)	750,000	80,000	10,000	250,000	NA	1,000,000	NA	Magazine: 690,000 Newspaper: 2,199,750 (None)
MD	175,000	40,000	5,000	100,000 (50)	75,000	140,000	10,000	75,000	NA	50,000	NA	Magazine: 100,000 (None)
OH	695,000	1,041,000	2,216,177	Incl. in Adv. Production (16)	NA	171,780	50,000	300,000	NA	NA	Telemarketing: 600,000 Subsidy grants: 200,000	Not avail. (60-65%)
OK	1,494,519	411,722	82,500	500,000* (35)	571,043	162,640	17,500	414,745	NA	132,192	NA	Magazine: 340,000 Newspaper: 40,000 Radio: 50,000 Outdoor: 15,120 Other: 54,880 Trade:* (6.5%)
OR	224,559	330,006	17,703	153,205 (49)	289,291	49,682	20,505	13,225	NA	139,324	Matching Grants: 12,500	Not avail. (None)
PA	900,000	207,150	150,000	4,685,000 (6)	563,500	45,350	50,000	5,000,000	NA	NA	Postage & fulfillment: 263,000	Magazine: 960,000 Newspaper: 175,000 Radio: 400,000 TV: 2,800,000 Outdoor: 150,000 Other: 200,000 (40%)
RI	333,000	58,000	85,000	573,000 (34)	160,000	25,000	*	67,000	NA	12,000	NA	Magazine: 213,000 Newspaper: 185,000 TV: 175,000 (None)

BUDGET

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
SC	1,294,350	583,882	300,000	1,300,000 (21)	469,101	258,000	NA	1,200,000	NA	40,000	NA	Magazine: 518,000 Newspaper: 290,000 TV: 492,000 (None)
SD	604,000	219,000	100,000	600,000 (33)	482,000	60,000	10,000	NA	NA	NA	Toll-free answering service/ Mailing operation: 125,000	Magazine: 500,000 Newspaper: 100,000 (5%)
TN	2,715,600	761,400*	375,000	3,369,185 (8)	765,350	535,977	61,488	225,000	NA**	1,760,700	Discretionary grants: 154,300 Co-op to travel professionals: 100,000	Magazine: 609,480 Newspaper: 136,455 TV: 2,596,000 Other: 27,250 (None***)
TX HWY	**	**	**	**	1,316,322	**	**	NA	NA	1,759,802	NA	** (**)
TX TOUR	430,253	150,000	31,009	900,000 (27)	*	100,410	29,500	NA	NA	*	NA	Magazine: 900,000 (None)
UT	392,177	216,164	Incl. in Media Purchase	1,991,600 (18)	463,147	139,020	53,150	135,000	50,000	220,189	Discretionary funds* 55,000 Special opportunity funds**: 133,353	Not avail. (None)
VT	496,800	173,400	42,000	377,000 (41)	248,000	43,300	8,500	198,500	None*	NA *	Info booth grants: 23,200	Magazine: 185,000 Newspaper: 116,000 Radio: 35,000 TV: 35,000 Other: 6,000 (1%)
VA	1,458,924	540,325	473,000	2,477,000 (13)	NA	97,500	50,000	NA	NA	957,251	NA	Magazine: 170,000 Newspaper: 292,000 TV: 2,015,000 (None)

BUDGET

12. Breakdown of 1986-87 Budget (by Dollar Amounts)												
State	Personnel Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising breakdown by Medium and Dollars 1986-87 14. (Percent in-State)
WA	585,788	441,085**	Incl. in Media Purchase	1,308,548 (23)	160,420	18,555***	20,000	250,000	NA	151,667 ****	Equipment: 39,025 Facility renovation: 42,697	Magazine: 1,093,548 Newspaper: 170,000 Outdoor: 45,000 (8%)
WV	761,864	346,500	1,000,000	Incl. in Adv. Production (26)	200,000	117,296	NA	NA	NA	NA	NA	Not avail. (2.5%)
WI	780,300	75,000	NA	730,000 (32)	210,000	103,100	25,000	120,000	NA	160,000	Video production: 50,000 Inquiry response: 190,000	Newspaper: 100,000 Radio: 80,000 TV: 185,000 Outdoor: 340,000 Other: 25,000 (14%)
WY	505,829	426,122*	194,880	1,476,435 (20)	348,740	104,300*	19,834	347,000	NA	228,094	Postage for brochure packets: 246,487	Magazine: 411,435 Newspaper: 40,000 Radio: 100,000 TV: 800,000 Outdoor (balloon): 20,000 Other: 105,000 (None)
AS	204,000	74,500	Incl. in Genl. Promo.	Incl. in Genl. Promo.	Incl. in Genl. Promo.	207,000	Incl. in Genl. Promo.	NA	NA	NA	NA	Not avail. (Not avail.)
CM	445,000	95,000	NA*	NA*	28,500	NA*	NA*	NA	NA	NA	Maintenance, community projects, fixed assets purchases: 111,000	Not avail. (None)
GU	453,382	315,160	65,000	402,330	177,435	560,895	15,000	NA	NA	NA	Contractual/ Developmental: 261,405 Membership dues/In-kind contributions: 463,741	Magazine: 254,430 Newspaper: 42,900 TV: 105,000 (None)

BUDGET

Promotion Budget Allocation 1986-87					Foreign Advertising Allocation 1986-87	
State	15. Budget for Solicitation of Conventions	16. Budget for Participation in Travel Shows	17. Number of shows you or your representatives participating in, 1986-87	18. Total fiscal year FOREIGN Media Advertising & Promotion Budget	19. Dollar amount allocated by MEDIUM	20. Dollar amount allocated by COUNTRY
AL	No	Yes	Undetermined	None	NA	NA
AK	Yes, funded through matching grant program	Yes	12	686,500	Magazines: 193,700 Collateral: 44,900 Research: 80,000 Admin.: 151,700 Stopover: 102,000 Misc.: 114,200	Canada: 127,300 Germany: 215,000 Japan: 242,200 Stopover market promotion: 102,000
AZ	No	Yes	15 Trade Only	35,000**	Magazines: 20,000 Other: 15,000	Canada: 20,000 United Kingdom: 10,000
AR	No	Yes	4	None	NA	NA
CA	No	Yes	10	None	NA	NA
CO	No	Yes	2	57,624	Not available	Not available
CT	No	Yes	8	None	NA	NA
DE	No	Yes	4	None	NA	NA
DC	Yes	Yes	8 (estimate)	None	NA	NA
FL	Yes	Yes	Over 180	720,000	Magazines: 94,000 Newspapers: 30,000 Co-op advertising: 596,000	Canada: 400,000 United Kingdom: 270,000 Germany: 20,000 Other: 30,000
GA	No	Yes	6	None	NA	NA
HI	Yes	Yes	78	1,128,400	Magazines: 920,000 Representative offcs: 208,400	Canada: 105,000 United Kingdom: 60,400 Germany: 10,000 Japan: 670,000 All other countries: 282,000
ID	No	Yes	2	None	NA	NA
IL	Yes	Yes	Not avail.	None	NA	NA
IN	No	Yes	8	None	NA	NA
IA	Yes	Yes	4	None	NA	NA
KS	No	Yes	10-12	5,000	Travel show participation, brochure: 5,000	Germany: 3,000 Japan: 1,000 All other countries: 1,000
KY	No	Yes	14	7,000	Magazines: 2,500 Travel & trade shows: 4,500	Canada: 2,500 United Kingdom: 2,500 Japan: 1,000 All other countries: 1,000
LA	No	Yes	7-9	60,000	Not available	Not available
ME	Yes	Yes	6	10,000	Not available	Canada: 10,000
MD	No	Yes	19	75,000	Magazines: 50,000 Newspapers: 25,000	Canada: 75,000
MA	Yes	Yes	10 or more	200,000	Magazines*: 10,000 Newspapers*: 20,000 Public relations: 50,000 Salaries: 120,000	Canada: 30,000 United Kingdom: 90,000 Germany: 20,000 France: 20,000 Japan: 35,000 All other countries: 5,000

BUDGET

Promotion Budget Allocation 1986-87				Foreign Advertising Allocation 1986-87		
State	15. Budget for Solicitation of Conventions	16. Budget for Participation in Travel Shows	17. Number of shows you or your representatives participating in, 1986-87	18. Total fiscal year FOREIGN Media Advertising & Promotion Budget	19. Dollar amount allocated by MEDIUM	20. Dollar amount allocated by COUNTRY
MI	No	Yes	6	None	NA	NA
MN	Yes	Yes	5	10,000	Magazines: 10,000	United Kingdom: 5,000 Canada: 5,000
MS	Yes	No	None	None	NA	NA
MO	No	Yes	4	None	NA	NA
MT	Yes	Yes	8	80,000	TV: 80,000	Canada: 80,000
NE	No	Yes	4 sport 4 travel	None	NA	NA
NV	No	Yes	15	6,000	Magazines: 4,000 Newspapers: 2,000	Canada: 6,000
NH	No	Yes	at least 4	Unknown	Not available	Not available (Canada only)
NJ	Yes	Yes	Unknown	6,000	Support for Canadian office: 6,000	Canada: 6,000
NM	No	Yes	7	Not available*	Not available*	Not available*
NY	Yes	Yes	Unknown	Not avail.****	Not available	Not available
NC	Yes	No	None	50,000	Newspapers: 50,000	Canada: 50,000
ND	No	Yes	5	None	NA	NA
OH	No	Yes	14	10,000-20,000	Not available	Not available
OK	Yes	Yes	16	25,000	Magazines: 20,000 Newspapers:: 2,500 Sales blitz: 2,500	Canada: 15,000 United Kingdom: 10,000
OR	No	No	8	Not available	NA	NA
PA	Yes	Yes	17	40,000	Magazines: 17,500 Newspapers: 7,500 Sales Missions: 15,000	Canada: 20,000 United Kingdom: 20,000
RI	No	Yes	5	20,000	Newspapers: 20,000	Canada: 15,000 All other countries: 5,000
SC	Yes	Yes	24	180,000	Not available	Canada: 85,000 United Kingdom: 23,000 Germany: 57,000 All other countries: 15,000
SD	Yes	Yes	7	None	NA	NA
TN	Yes	Yes	12	89,850	Magazines: 3,000 Newspapers: 20,350 Trade shows: 16,500 Brochures: 23,000 FAM tours: 17,000	Canada: 12,600 United Kingdom: 45,250 Germany: 19,500 Japan: 12,500
TX HWYS	No	No	None	None	NA	NA

BUDGET

Promotion Budget Allocation 1986-87					Foreign Advertising Allocation 1986-87	
State	15. Budget for Solicitation of Conventions	16. Budget for Participation in Travel Shows	17. Number of shows you or your representatives participating in, 1986-87	18. Total fiscal year FOREIGN Media Advertising & Promotion Budget	19. Dollar amount allocated by MEDIUM	20. Dollar amount allocated by COUNTRY
TX TOUR	No	Yes	6	23,224	Trade Shows: 23,224	Canada: 3,040 Mexico: 2,204 United Kingdom: 12,000 Germany: 5,980
UT	No	Yes	7 or 8	50,000	For GSA's in Europe and a regional marketing organization: 50,000 Breakdown not available.	Not available
VT	No	No	2 Trade shows	75,000**	Magazines: 5,000 Newspapers: 5,000 Office operation: 65,000	Canada: 75,000
VA	No	Yes	13	None*	NA	NA
WA	No	Yes	15	Not available	NA	NA
WV	Yes	Yes	11 Travel shows 8 Trade shows	None	NA	NA
WI	No	Yes	6	21,000	Magazines: 2,000 Projects of Great Lake States and trade shows: 19,000	Emphasis in United Kingdom and Germany No further breakdown available.
WY	No	Yes	4	75,000	Not available	Canada: 5,000 Mexico: 2,000 United Kingdom: 11,000 Germany: 10,000 France: 2,000 Japan: 15,000 All other countries: 30,000
AS	No	Yes	6-7	Varies	Not available	Not available*
CM	No	Yes	4	Not available	Not available	Not available
GU	No	Yes	18	1,336,249	Magazines: 261,180 Newspapers: 42,900 TV: 105,000	Canada/US: 98,000 United Kingdom: 10,000 Germany: 40,000 Japan: 771,463 Asia/Pacific: 233,000

BUDGET

State	21. Additional Comments.
AL	Budget may be pro-rated for FY '85-'86 and '86-'87. * Equipment and uniforms for welcome center personnel. ** Updating eight welcome centers.
AZ	* Cities can add a further bed tax (e.g. 3% Phoenix). ** Foreign media advertising and promotion is included in Media Advertising.
CA	* Includes $69,500 for printing, much of which was promotional. ** Includes $15,000 for printing, some of which is promotional.
CO	* Does not include co-op.
CT	* Updating welcome centers.
DE	Delaware will be doing several new things for FY 1987 including celebrating the First States bicentennial of ratification of the Bicentennial, production of a comprehensive tour guide, and television advertising. Budgets are still in the process of bid and review.
GA	* Advertising production funds are administered in the Administrative Division; therefore, not part of tourism budget. Funds for FY 85-86 $702,645, FY 86-87 $772,800.
HI	* 5% state specific tax on lodging will be effective 1/1/87.
IN	* Includes national toll-free line. ** Separate budget appropriation. *** Part of Department of Highway, yet a Tourism-directed expenditure and program.
KS	We are looking forward to beginning cooperation program with America's Heartland Region for International Promotion.
LA	* Includes $200,000 part-time wages. ** Not including salaries and wages already counted.
ME	* Rents, utilities, etc., come out of the SDO's administrative budget. ** Includes distribution cost. ***Includes some contracted FY'86 funds carried forward. ****Media expenditures for FY'87 are projections only.
MA	4% additional tax as a local option has just been approved. * USTTA co-op.
MI	Foreign promotions include cooperation with other Great Lake States. Sesquicentennial activities include special promotion, advertising and community grants designed to increase travel through recognition of the state's 150th anniversary of statehood.
MN	The Minnesota Office of Tourism will be installing a new computer system. Its function will be to process all inquiries for information and to tabulate information for research purposes.
MS	* Welcome Center Operations budget includes personnel services for 39 positions, travel for those positions, and some brochure printing.
NE	* State general sales tax will increase to 4% on January 1,1987. ** Radio and TV advertising are courtesy of public service announcements.
NV	* 3/8 of 1% of state sales tax receipts from commercial lodging; 6 5/8% retained locally.
NH	*Administrative Costs such as rents and utilities are not included in our budget. **Includes $150,000 from matching grants. ***Includes $30,000 from matching grants. ****$850,000 less printing and research. *****State Department of Transportation is responsible for Welcome Centers.
NM	* We cannot provide the detailed breakdown of our advertising budget because the entire ad budget for the 1986-87 fiscal yea is being co-oped with the communities of the state through the matching funds program.
NY	*Many divisions within the Department are involved in the New York State tourism program, therefore, it is not possible to itemize all the personnel services cost associated with the program. **Matching Funds Program ($3.0 million) is not included in the Department's nor in the Governor's budgets. This program is administered by the Department of Commerce and is included in the local assistance segment of the state's budget. *** The 1986-87 advertising and promotion budget includes a $5.0 million enhancement, the allocation of which, by media/program, has not yet been fully determined. **** Canada, our largest "foreign market", is treated as a domestic market, therefore, it is not possible to calculate an accurate measure of tourism marketing in non-U.S. markets.

BUDGET

State	21. Additional Comments.
ND	* Gas Tax revenue for operating funds. Salaries from general tax revenue.
OH	* Local counties can add from 1/2 to 1%. Local transit rates can be 1/2, 1, or 1 1/2%. Local counties can add up to 6%.
OK	* Funds are provided for trade out advertising advertising with media through a trade agreement. However, the trade agreement is not a part of the State appropriation to the tourism department. For FY 1985-86 the trade agreement is $120,000. For 1986-87 the trade agreement will be $105,000.
RI	* Included in Research Division's budget.
TN	* Includes telemarketing (1-800) service. ** Construction of Welcome Centers is the responsibility of the Department of Transportation. *** Included in "discretionary grants" is a membership grant to the Tennessee Association of Broadcasters. Part of the membership agreement is a commitment by television and radio stations in-state to air public service announcements up to a guaranteed value.
TX HWYS	* As a division of the State Department of Highways & Public Transportation, the budget is derived from the same sources that support the department, which are constitutionally committed highway-user revenues, plus some additional general revenues. ** See TX Tour.
TX TOUR	Indicated budget for 1987 is subject to change pending outcome of special legislative session (August 1986). Budget may be increased or reduced further. * See TX HWYS.
UT	$150,000 allocated for Welcome Center operation is included in other programs. * For Board discretion — used by regions. ** For Board approval of unforeseen opportunities.
VT	* Welcome Center operation and construction is included in overall budget. ** Foreign budget includes operation of information office in Montreal, Canada.
VA	Most tourist advertising and promotion in foreign markets is achieved through cooperative efforts with the George Washington Country and Travel South regions. * We are doing some very limited co-op promotional with others.
WA	* Percentage of budget derived from motor vehicle fund varies from year to year. ** Other Administrative Costs include toll-free phone lines and fulfillment costs. *** General Promotion includes trade show related costs only. **** Welcome Center Operations include extended operation of seasonal centers because of Expo '86 World Exposition in British Columbia.
WY	* All travel (staff and guests) is included in the travel budget. Purposes include administrative, travel shows, FAM tours, Travel Writers tours, etc.
AS	* We target U.S., Canada, Australia, & New Zealand.
CM	The budget for the subsequent year is usually approved one month prior to that fiscal year. * Total budget for advertising and promotion is $518,500.

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Official Name of Annual State Travel Conference	5. In what month is it normally held?	6. Toll-free Telephone Number for Travel Information Inquiries
AL	Alabama the Beautiful-The Way To Go The Beautiful People of Alabama	None	None	Alabama Hospitality & Tourism Conference	April	In-state: 800-392-8096 Out-of-state: 800-ALA-BAMA
AK	Once you've gone to Alaska, you never come all the way back.	None	Frankfurt, Germany Tokyo, Japan	Alaska Visitors Association Annual Conference	October	None
AZ	Arizona "Diamond in the Rough"	None	None	Annual Arizona Governor's Tourism Symposium	January	None
AR	Arkansas. . . The Natural State	None	Brussels, Belgium (Industrial only)*	Governor's Conference on Tourism	March	In-state: 800-482-8999 Out-of-state: 800-643-8383
CA	The Californians Discover the Californians	None	None	Governor's Conference on Tourism*	March	800-TO-CALIF
CO	Colorado. And no place else.	None	None	Colorado Tourism Conference	April	800-433-2656
CT	None	New England Vacation Center* New York City	Frankfurt, Germany, Tokyo, Japan	Governor's Conference on Connecticut Tourism	March	In-state: 800-842-7492 Out-of-state: 800-243-1685 (ME-VA only)
DE	Delaware, Small Wonder	None	None	Governor's Conference on Tourism	April	In-state: 800-282-8667 Out-of-state: 800-441-8846
DC	Washington is a Capital City	None	None	None NA	None	
FL	TBA	None	Toronto, Canada London, England Frankfurt, Germany Latin America	Florida Governor's Conference on Tourism	September	None
GA	Georgia on my mind	None	Brussels, Belgium Tokyo, Japan Toronto, Canada Seoul, Korea	Georgia's Governor's Tourism Conference*	September	None
HI	The Hawaiian Islands: Where The World Wants To Be Hawaii . . . Come for the Beauty Stay for the People.	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England Canada	1984 Governor's Tourism Conference	December	None
ID	Idaho, the Great Get Away	None	None	Idaho State Travel Conference	May	Out-of-state: 800-635-7820
IL	None	None	Brussels, Belguim San Paulo, Hong Kong Osaka, Japan *	Governor's Conference on Tourism	May	In-state: 800-252-8987 Out-of-state: 800-637-8560** Also: 800-223-0121***

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Official Name of Annual State Travel Conference	5. In what month is it normally held?	6. Toll-free Telephone Number for Travel Information inquiries
IN	Wander Indiana	None	Tokyo, Japan London, England	Lt. Governor's Conference on Tourism	January/ February	800-WANDER
IA	Iowa, Come Explore the Heartland Discover Iowa's Treasures	None	Frankfurt, West Germany Hong Kong Tokyo, Japan	Iowa Conference on Tourism	October	None*
KS	Ah! Kansas Linger Longer	None	None	Governor's Conference on Tourism	May	None
KY	Oh! Kentucky! . . . Just a Little Bit of Heaven!	None	None	Fall Travel Conference	October	800-225-TRIP In- and out-of state, also Ontario and Quebec provinces of Canada
LA	Louisiana, We're Really Cookin'	None	None	Governor's Conference on Tourism	April	Consumer: 800-231-4730 Travel Industry: 800-535-8388
ME	The Great Escape	New England Vacation Center New York City	None	Governor's Conference on Tourism	December	800-533-9595*
MD	Maryland . . . More than You Can Imagine	None	None	Governor's Tourism Conference	October	800-331-1750 Operator 250
MA	The Spirit of Massachusetts is the Spirit of America	New England Vacation Center New York City	Tokyo and London, in cooperation with the Mass. Port Authority	NA	NA	800-624-MASS (nationwide)
MI	YES MICH!GAN	None	Brussels, Belgium Tokyo, Japan	Governor's Conference on Tourism	April	800-5431-YES* Seasonal information: (recordings) In-state: 800-292-5404 Out-of-state: 800-248-5708
MN	Explore Minnesota	None	None	Governor's Conference on Tourism	February	In-state: 800-652-9747 Out-of-state: 800-328-1461
MS	None	None	None	Governor's Conference on Tourism	January	In-state: 800-962-2346 Out-of-state: 800-647-2290 Events Hotline*: 800-822-6477
MO	Wake Up to Missouri	None	Japan Germany	Missouri Tourism Conference	October	None
MT	Montana Naturally Inviting!	None	None	Governor's Conference on Travel	May	Out-of-state: 800-548-3390
NE	My Choice, Nebraska	None	None	Annual Governor's Travel Industry Conference	February	In-state: 800-228-4307 Out-of-state: 800-742-7595
NV	Nevada's Got It. Come and Get It	None	None	Governor's Conference on Tourism	October	None

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Official Name of Annual State Travel Conference	5. In what month is it normally held?	6. Toll-free Telephone Number for Travel Information inquiries
NH	Bring the Family	New England Vacation Center New York City	None	New Hampshire Travel Council Annual Governor's Conference on Tourism	During National Tourism Week each year in May	Out-of-state: 800-258-3608*
NJ	New Jersey and You. . . Perfect Together	None	Canada	Governor's Conference on Tourism	Spring	None
NM	New Mexico USA, Land of Enchantment	None	None	None	NA	Out-of-state 800-545-2040
NY	I Love New York	None	London, England Toronto, Canada Montreal, Canada Tokyo, Japan	I Love New York Tourism Conference	Spring	800-CALL-NYC*
NC	Variety Vacationland	None	None	Governor's Conference on Travel & Tourism	Late April	800-VISIT NC
ND	Discover the Spirit	None	None	Conference on Tourism	January	In-state: 800-472-2100 Out-of-state: 800-437-2077
OH	Ohio. . . the Heart of it all	None	Belgium Japan	Ohio Travel Association Conference (Private sector)	October	National: 800-BUCKEYE
OK	On to Oklahoma! America's Frontier Lake State	None	None	Governor's Tourism & Recreation Industry Conference	Mid-March	800-652-OKLA
OR	Oregon - You're More than Welcome	None	None	Governor's Tourism Conference	October	Out-of-state: 800-547-7842
PA	You've Got A Friend in Pennsylvania	None	United Kingdom Canada	Governor's Conference on Travel	September	Consumers: 800-847-4872 Trade only: 800-237-4363
RI	America's First Resort	New England Vacation Center New York City	Antwerp, Belgium	Governor's Conference on Tourism	May	Out-of-state: 800-556-2434*
SC	Smiling Faces — Beautiful Places	None	Frankfurt, W. Germany London, England Zurich, Switzerland	South Carolina Governor's Conference on Travel	February	None*
SD	Feel Free Again in South Dakota	None	None	Governor's Tourism Conference	Late January	In-state: 800-952-2217 Out-of-state: 800-843-1930 Fish & Snow: In-state: 800-445-3474 Out-of-state: 800-445-3474
TN	Developing new theme	None	None	Governor's Conference on Tourism	September	Various*
TX HWYS	Texas — The Friendship State	None	None	Texas Travel Councillors Conference	April	None
TX TOUR	Have a Big Time in Texas	None	None	Texas Conference on Tourist Development	September	None

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Official Name of Annual State Travel Conference	5. In what month is it normally held?	6. Toll-free Telephone Number for Travel Information inquiries
UT	The Greatest Snow on Earth Best of the West	None	Brussels, Belgium Tokyo, Japan	Tourism Section Governor's Conference on Economic Development	February	None
VT	Vermont. A Special World	New York City	Montreal, Canada	Vermont Travel Conference	November	Used seasonally; not year round
VA	Virginia Is For Lovers	New York City	None	Governor's Travel & Tourism Conference	Fall	800-VISIT VA
WA	See America's Other Washington — The State (1987) Washington State. It's a real experience.	None	Tokyo, Japan	Team Washington Tourism Conference	October	In-state: 800-562-4570 Out-of-state: 800-541-WASH
WV	Come Home to West Virginia	None	None	Governor's Conference on Tourism	October	In- and Out-of-state 800-CALL WVA
WI	Escape to Wisconsin	Chicago	Frankfurt, West Germany	None	NA	800-ESCAPES*
WY	Find Yourself in Wyoming	None	None	Wyoming Governor's Conference on Tourism	May	Out-of-state: 800-225-5996
AS	Come Share Our World	None	Sydney, Australia	None	NA	None
CM	The Western Pacific's Exciting New Star and Micronesia's Sunbelt	None	Germany	None	NA	None
GU	Gateway to Micronesia	Vista, CA	Tokyo, Japan Taipei, Taiwan Aachen-Kornelimunster West Germany	PATA Micronesia Chapter Annual Membership Meeting	July	Outside California: 800-348-0842 In California: 800-843-8956 From Canada: 800-527-5228

GENERAL PROMOTION

State	7. Additional Comments
AR	* This is operated by the Arkansas Industrial Development Commission.
CA	* We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CT	* We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under auspices of New England Governor's Conference and a continuing effort to attract movie and television program production. Establishment of CT Film Commission by state legislature and employment of director of film location services. $4.5 million additional support for CT tourism promotion by 12 municipal tourism districts.
GA	* We participate in, but do not sponsor Georgia's Governor's Tourism Conference.
IL	* These offices are primarily used for international trade; tourism involvement is limited. ** Regional: Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin. Also have special 800 number for special promotions. *** This number for brochures on Illinois attractions.
IA	* Toll-free number will be available in 1987.
LA	Both numbers are for out-of-state callers only.
ME	* Limited to fall and winter seasons, Northeast only, for foliage and ski reports.
MD	For tourist inquiries only.
MI	* Toll-free service available to all 48 continental states as of 4/86.
MN	Minnesota utilizes a toll-free telephone response service in Omaha, NE, for TV and some print responses.
MS	We have instituted an "Events Hotline" for Mississippi and contiguous states which will provide calendar of events information on a weekly basis.
NH	* For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, we go live part of the time and give gas availability for New Hampshire.
NY	* All of the United States.
NC	Toll-free number is accessible in the continental United States, plus in Canada during Canadian advertising program.
OH	800-BUCKEYE, our toll-free travel information number serving the 48 continental United States, was expanded in April 1984 to meet the needs of the state's "Ohio. . .The Heart of It All" campaign. A major component of this year's advertising campaign, the Spring/Summer OhioPass '86 Coupon magazine book and its Fall/Winter 86/87 Coupon magazine created a record-breaking 376,417 calls for the first half of 1986, a 14% increase over the same period in 1985. The Buckeye Action Response Center is equipped with trained travel counselors and personal computers (CRT's) dispensing information on every Ohio attraction including directions, admissions, hours of operation and additional details. The number of phone lines have been increased to 22 to accommodate the Center's expansion and consumer demand. Callers may receive along with the OhioPass '86 Coupon Book, a Getaway Travel Planner, Calendar of Events, an Ohio map, and any other requested collateral material produced by the private sector at no cost. Hours of operation are: Monday-Friday 8AM thru 9PM, and weekends 9AM thru 6PM.
OK	The toll-free number is for the states of Arkansas, Colorado, Kansas, Missouri, New Mexico, and Texas (except area code 512). The telephones are manned during office hours providing traveler information and answering responses to our advertising campaigns.
RI	* Maine through Virginia except Rhode Island.
SC	* A toll-free number is used for an out-of-state television advertising campaign during the spring.
SD	South Dakota maintains a special toll-free number for fishing and snow information.
TN	* 1985-1986 advertising carried toll-free numbers, contracted with a telemarketing service. Different numbers were used to enable source tracking. The numbers are for ad response only, and not for general information inquiries.
WV	Toll-free number is used for tourist information and state park reservations.
WI	* Covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa.

GENERAL PROMOTION

State	7. Additional Comments	
GU	Representative Offices: China Express (Taiwan) 68 Chung Shan Nt. Rd. Sec. 2, Taipei, Taiwan Representative: Mr. Philip Niu	 Tlx: (785) 23651 Phone: (886) 571-6585
	Dr. Dudder Reisen Korneliusmarkt 10 D-5100 Aachen-Kornelimunster West Germany Representative: Dr. Heinz-Dietrich Dudder	 Tlx: 8329715 Phone: 02408/20 48
	North America Mike Musto Trip N Tour of Micronesia 137 Jefferson Street Vista, CA 92084	

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. Is Majority of Publicity Directed Out-of-State?	3. Name of Published Newsletter	4. Frequency Newsletter Published	5. Number of Press or Travel Writers Taken on Tours of State in 1985	6. How Many are Estimated for 1986?
AL	Judy Salter Editorial Director	Yes	Alabama Travelgram	Quarterly	None	None
AK	Bill Marchese Information Officer	Yes	Alaska Travel Today	Bi-monthly	71	75
AZ	Laura Sammons Director, Public Relations	Yes	Arizona	Quarterly	75	80
AR	Tyler Hardeman Editorial Director	Yes	Arkansas is a Natural News	Quarterly	10	15
CA	Fred Sater Communications Manager	Yes	News from the Office of Tourism	As needed	Approx. 30	3
CO	Kristin Murphy Public Relations	60/40	Board Bulletin	Quarterly	25	30
CT	Barbara Beeching Public Information Officer	Yes	None	NA	35	40
DE	Catherine Wheeler Frankie Miller	Yes	Travel Industry News	Monthly	15	35
DC	Thomas Murphy	Yes	Communicator	Bi-monthly	4	5
FL	Catherine Haagenson, Domestic Rosetta Land, International	Yes	None	NA	30	4 FAM trips
GA	Hanna Ledford Director	Yes	None	NA	80	95
HI	Marcie Caroll Director of Communications	Yes	HVB Newsletter	Monthly	100	170
ID	Georgia S. Smith	Yes	Idaho Travel Council newsletter	Bi-monthly	1	1
IL	Lynda Simon	50/50	None	NA	Not available	Not available
IN	Susan Lindner Deputy Director	Yes	Wander Works	Monthly	1	2
IA	Phil Thomas Director	No	Outlook	Quarterly	None	None
KS	None	No	Ah, Kansas	Every other month	1	2
KY	Jim Carroll Media Coordinator	No	Kentucky Tourism Federation newsletter*	Quarterly	12	15
LA	Charley Fisher Jerel Giarrusso	Yes	None*	NA	Not available	Not available
ME	Don Bumpus	Yes	Maine Developments	Quarterly	1	2*
MD	Frank Kelly Information Officer	Yes	Maryland Travel Scene	Monthly	27	100

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. Is Majority of Publicity Directed Out-of-State?	3. Name of Published Newsletter	4. Frequency Newsletter Published	5. Number of Press or Travel Writers Taken on Tours of State in 1985	6. How Many are Estimated for 1986?
MA	Jonathan Hyde	50/50	The Spirit	Bi-monthly	NA*	NA*
MI	Al Sandner Director of Communication	Yes	Travel Michigan	Monthly	30	50
MN	Bonnie Richter Communications Manager	No	Minnesota Travel Minute	Bi-weekly	20	20
MS	Ginger Croce Media Relations Coordinator	Yes	MS Tourism Update	Monthly	20	15
MO	Steve Kappler Public Information Officer	No	Missouri Newsletter	Monthly	6	6
MT	Julie Davies Publicity Coordinator	Yes	None	NA	12	12
NE	Cindy Evert Public Information Officer	No	Nebraska Economic Developments (NED)	Monthly	5	3
NV	Richard Moreno	Yes	Nevada's Got It	Quarterly	10	15
NH	Ann Kennard Assistant Director Public Relations	Yes	New Hampshire Travel Council Newsletter*	Quarterly	Not available	Not available
NJ	Amy Collins Director, Public Information	No	NJ Byline	Quarterly	8	10
NM	Mike Pitel Travel Writer/ Editor	Yes	Enchanted New Mexico Style	Monthly	8	8
NY	Bern Rotman Director, Bureau of Communi-cations	50/50	Tourism newsletter planned	Bimonthly	40*	45*
NC	David Little Travel Editor	Yes	North Carolina Travel Report	Quarterly	Unknown	Unknown
ND	LaRue Laub Assistant Tourism Director	Yes	Inside Tourism	10/year	0	20
OH	Jan Pariser Public Relations	35-40%	The Buckeye Line	Quarterly	26	20
OK	Lynette Lambert Adv./Promotions Manager	No	Oklahoma Tourism News	Quarterly	35	40
OR	Frank P. Howard Information Services Manager	Yes	Oregon Welcome Matters	Quarterly	7	4
PA	Deborah Hickok	Yes	Between Friends	10/year	8	20
RI	None	Yes	Ded-Line	Quarterly	20	25

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. Is Majority of Publicity Directed Out-of-State?	3. Name of Published Newsletter	4. Frequency Newsletter Published	5. Number of Press or Travel Writers Taken on Tours of State in 1985	6. How Many are Estimated for 1986?
SC	Cherie Had Manager of National News & Information	Yes	S.C. Travel Talk	Quarterly	15	15
SD	Jan Clark Editor	Yes	Travel News	Quarterly	45	45
TN	Don Wick Director of Information Services	No	Tennessee Tourism News	Bi-monthly	30	30
TX HWYS	Richard H. Pierce Editor Tourist Literature	No	Texas Travel Log	Monthly	None	None
TX TOUR	O. C. Garza Chief of Media Relations	No	Newsletter of the Texas Tourist Development Agency	Monthly	25	46
UT	Joe Putherford	Yes	Utah Traveler	Quarterly	10	10-12
VT	Amanda Legare Information Officer	Yes	NC	NA	8*	10*
VA	Martha W. Steger	Yes	Virginia	Monthly	Not available	Not available
WA	Tom Stilz Travel Media Specialist Carrie Wilkinson Travel Media Assistant	Yes	Washington Update	Every other month	18	25
WV	Becky Kimmons Information Representative	Yes	Mountain State Traveller	Quarterly	2	2
WI	Gary Knowles	No	Escape to Wisconsin	Quarterly	7	3
WY	Kathy Carley News and Information Manager	Yes	Travelog	Monthly	54	7
AS	Pierre Clemens	Yes	None	NA	None	None
CM	None	Yes	Marianas Visitors Bureau Newsletter	Quarterly	50	60
GU	Dorothy M. S. Perez	No	Hafa Adai Update	Monthly	20	40

PRESS AND PUBLIC RELATIONS

State	7. Additional Comments
AL	The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabama and Alabamians may realize the full potential of tourism's contribution to the state's economy and its quality of life. Tourism-related businesses during 1985 generated in excess of $3.3 billion within the state, making it Alabama's largest single industry and providing employment for more than 72,000 Alabamians. The bureau's continuing development of tourism will result in more jobs for Alabamians, a more flourishing state economy, and the upgrading of cities, townships, and tourist sites throughout the state. The bureau's record setting rate of return on investment in 1985 — $2.9 million invested — generated $3.3 billion in economic impact.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are bus, train, or plane trips to a city considered key in the Arkansas travel market. A reception and dinner for media people, tour brokers and community leaders is a main feature along with personal calls on many of these people.
CA	Office coordinates FAM tours for media upon request. Media FAM tours of California regions is part of public relations firm functions (Manning, Selvage & Lee, Inc.).
CT	Normally, we recruit travel writers from the eastern half of the United States.
DE	We bring in travel writers individually for the most part.
IL	Lynda Simon, Managing Director, works with Public Relations agency to disseminate information on tourism promotions and special events and advertising campaign news releases.
KY	* Our agency provides much of the information in this newsletter, but we do not actually publish it.
LA	* We are planning to put out a newsletter at the end of 1986.
ME	* Maine does custom tours for scores of individual journalists. Organized group FAM tours are conducted for tour planners and operators.
MA	* Several planned in conjunction with tourist councils.
MI	Many publicity and public relations activities will feature the Sesquicentennial Celebration honoring Michigan's 150th anniversary of statehood.
MO	As budget allows, the Division of Tourism is expanding its press and public relations staff/services.
NH	* The newsletter is published by the New Hampshire Travel Council, of which we are a member. We are able to place pertinent information in the newsletter, which is circulated to organizations involved in New Hampshire tourism, including the New Hampshire legislature. Rather than formalized FAM trips (except for international writers), we try to meet the needs of individuals or groups setting schedules and timing to meet their individual needs. Following recommendations from private industry, an assistant director position became a publicity position, with full-time work on press relations, publicity and Film Bureau work. The Office of Vacation Travel conducts a "Top of New England" FAM tour with the State of Vermont each spring for tour operators from throughout the US and Canada. The Office of Vacation Travel is an active participant in the private industry organization, New England USA Foundation (NEUSA), which promotes New England in the domestic market outside our regular state-budgeted markets, and in the international market.
NY	We retain public relations firms in New York and London. An extensive collateral program is produced in-house. The Department issues frequent I LOVE NEW YORK press releases, highlighting current developments, programs and travel activity reports. * Individual and/or groups.
OH	A public relations program has been developed to support and maximize the efforts of the major marketing campaign, "Ohio...The Heart Of It All!" The free media plan developed includes a speakers bureau, media relations on an ongoing basis to television and radio stations around the state and the contiguous states to Ohio, a travel writers program including scheduled familiarization tours, photography and travel feature story availability. Videotapes are also available with the state's tourism theme song. The public relations portion of the marketing program is coordinated in tandem with the paid media exposure. An aggressive travel writers program has been developed to familiarize writers with the diversity of travel opportunities available in Ohio. Ongoing familiarization (FAM) tours will take place throughout the year to showcase Ohio as "the heart of it all." An ongoing relationship has been developed with both in-state and out-of-state electronic and print media to support our paid advertising in those markets. Press kits are available for travel writers and other media outlets at all times. High-quality photographs are available for the majority of travel attractions around the state. Videotapes of Ohio promotional materials also exist. We supply three feature stories a month about destinations and events in Ohio. Mailing lists are maintained for all media contacts. Speakers trained to discuss Ohio's attractions are available with free brochure materials to accompany the discussion. Free Media Blitzes are conducted on statewide, regional, and national levels. 50 to 100 electronic and print media interviews are conducted monthly. There are three group travel writer tours, plus numerous indirect press tours.

State	7. Additional Comments
OK	Media support of the department's programs has always been excellent. A successful N.C.S.A. program has been initiated with the Oklahoma Association of Broadcasters, and public service announcement frequency has increased dramatically. A similar program with the Press Association is underway. News releases and a quarterly newsletter are produced by the department, and programs for expanding the length and frequency of feature articles produced for statewide and regional publication have already been initiated. FAM tours for regional and national travel writers are planned during 1986-87.
SD	A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA counselors, tour operators; and a new emphasis is being placed on conventions.
TN	In addition to standard news releases, the Tennessee Department of Tourist Development also produces a weekly camera-ready travel article concerning an area, attraction, city or event. These articles are designed primarily for newspaper use.
TX HWYS	See separate response of the Texas Tourist Development Agency.
VT	* Handled by private sector through matching grant program.
WA	Emphasis on providing resource information; production and loan of photography; development and distribution of feature stories; creating press kits and designing itineraries for travel writers; and consultation and facilitation with in-state tourism organizations and associations on the development of effective public relations.
CM	The Managing Director coordinates the activities for public relations.

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
AL	Judy Salter Editorial Director	No	Dr. James W. Adams Department of Mktg. & Transportation Auburn University (NA)	None	None	$ 35,000
AK	Mary Klugherz Marketing Coordinator	No	None	None	GNA Research Corporation The McDowell Group UOPAN Marketing Research	$ 24,500 $374,400 $ 14,300
AZ	Jane McVay Statistical Research Analyst	Yes	None	None		$ 50,000
AR	Charles McLemore Travel Research Director	Yes	None	None		NA
CA	Tiffany Bousselaub Senior Development Specialist, Tourism	No	None	Office of Economic Research, Dept. of Commerce	US Travel Data Center	$ 20,000
CO	Vacant	Yes	None	None	Agency Contacts/ US Travel Data Center	$160,000
CT	Travel Director, CT Dept. of Economic Development	No	None	NA	David-Peterson, New York	$ 30,000
DE	Catherine Wheeler	No	None	None	US Travel Data Center University of Delaware	NA
DC	None	NA	None	None	None	NA
FL	Barry E. Pitegoff Director of Marketing Research	Yes	None	None	Professional Research Services, Inc. Clearwater, FL McCollum-Spielman Great Neck, NY Response Analysis Corp. Princeton, NJ R.H. Bruskin Associates, Inc. Princeton, NJ Gallup Organization Princeton, NJ University of Central Florida Orlando, FL Market Facts of Canada Toronto, Canada	$104,500 $ 29,000 $ 30,500 $ 45,000 $ 45,400 $ 15,000 $ 60,000
GA	Gary Womack Advertising Manager	Yes	None	None	Davidson-Peterson & Associates	$ 50,000
HI	Evelyn K. Richardson Director of Research	Yes	None	Greg Barbour Tourism Office Dept. of Planning & Economic Dev.	None	NA

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
ID	Betsy Gabel Tourism Promotion Specialist	NA	None	Alan Porter Senior Program Analyst	None	NA
IL	Wally Bierman	Yes	None	None	None	NA
IN	NA	NA	Prof. Lee Kruel Purdue University Dr. Roger Staugh I.U.P.U.I.	None	Purdue University I.U.P.U.I.	$ 71,000
IA	Nancy Landess Travel Researcher	No	None	None	None	NA
KS	None	NA	Interns only	Ed Riemann Chief, Economic Analysis Section KS Dept. of Economic Development	None	NA
KY	James A. Carr Assisting Director Marketing & Advertising	No	None	None	None	NA
LA	Mark Northington	Yes	None	No	US Travel Data Center	$ 9,500
ME	Will Richard	Yes	NA	NA	University of Wisconsin, Parkeside Davidson-Peterson Assoc.	$ 55,919 $ 9,000
MD	Paula Browning	No	None	None	US Travel Data Center	$ 17,500
MA	Daniel Yaeger	No	NA	None	US Travel Data Center	$ 39,000
MI	David Morris Chief of Research & Evaluation	No	Dr. Donald Holecek Michigan State University	None	Ross Roy Inc.	$ 20,600
MN	Ingmar Sollin Industrial Economist	Yes	None	None	None	NA
MS	Al Elmore	No	None	None	US Travel Data Center	$ 16,000
MO	George Lanning Management Analyst	No	None	None	Martell & Assoc. Benchmark Studios Stephens & Assoc. Data Base Studies	$ 50,000 $ 22,000
MT	John Wilson	No	NA	None	None	NA
NE	None	NA	None	Dr. Thomas R. Doering Deputy Director Research Division Nebraska Dept. of Economic Development	None	NA
NV	Stephen B. Richer Director	No	University of Nevada system	NA	None	$ 20,000

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				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
NH	Director, CVT, and part-time interns from UNH	Yes	Larry Gustke Univ. of N.H.	None	TRASS (Travel Research and Statistical Services)	$ 30,000 CVT $ 30,000 Matching Grants Program All $60,000 to TRASS at UNH
NJ	Tina Dabrow Project Specialist	No	None	Division of Economic Research	US Travel Data Center	$ 40,000
NM	Michael Patel John R.Adams	No No	None None	None None	None	NA
NY	Craig Wakefield Tourism Marketing Analyst	Yes	None	None	Price-Waterhouse Penn & Schoen Associates Center for Survey Research Univ. of Wisconsin	$300,000
NC	Bill Arnold Acting Director	No	None	None	Michael Rullson Consultant	$ 10,000
ND	Jim Puglie Tourism Director	No	None	None	US Travel Data Center	$ 9,000
OH	NA	NA	None	Ohio Data Users Center	Clark/Jones Inc. Columbus, OH	$100,000 (1986-87) (Biennium)
OK	Jim Bell Information Center Coordinator	No	None	Oklahoma Tourism Recreation Dept., Planning & Development Div.	US Travel Data Center	$ 17,500
OR	Frank P. Howard Information Services Manager	No	Dennis Howard Perry Brown ($1,000)	Laila Cully Manager - Business Information Division	Don McPhail	$ 9,000
PA	David Shih Chief of Market Research & Development	Yes	None	None	Ketchum Advertising Pittsburgh, PA	$ 68,800
RI	John Iemma	No	Tim Tyrell University of Rhode Island ($20,000)	None	None	NA
SC	Peggy Smith Assistant Director Statistical team within PRT agency Chuck Cornwell Statistical Admin.	Yes	None	None	US Travel Data Center Market Search	$ 25,000 $125,000
SD	None	No	None	None	USD School of Business	$ 10,000
TN	Peggy Harding Research Analyst	Yes	None	None	US Travel Data Center	$ 32,350
TX HWYS	Jeff Donalson Assistant Director Travel Services	No	None	None	None	NA

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This Him/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
TX TOUR	Phil Davis Assistant Director Ben F. Holub, Jr. Travel Information Specialist	No	None	See Texas State Highways Dept.	US Travel Data Center Pannell, Kerr, Forster NYC, Houston	$ 28,909 $ 10,500
UT	Randy Rogers	No	NA	None	US Travel Data Center	$ 53,000
VT	George Donovan Chief of Research	Yes	Malcolm Bevins University of Vermont (NA)*	None	None	NA
VA	Jule Bolio	No	Office works with several universities and colleges in State	None	None	NA
WA	David B. Tanner Research Analyst	Yes	Dr. Michael Blazey Dept. of Leisure Studies Washington State Univ. ($5,000)	None	None	NA
WV	None	NA	Pat Goeke Project Manager West Virginia Univ. ($15,000)*	None	None	NA
WI	Rae Van Wyhe	No	None	Randall Wade Director, Bureau of Research Dept. of Development	UW-Survey Research Lab, Center for Survey & Marketing and Center for Survey and Marketing Research	$ 27,000
WY	None	NA	None	Industrial Development Chief, Dept. of Economic Planning & Development	Morey and Associates	$ 19,834
AS	Philip Langford	No	None	None	None	NA
CM	Priscilla Torres	No	None	None	None	NA
GU	Vivian Indalecio Promotions Officer	No	None	None	None	NA

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
AL	Travel research is measured via visitor volume at welcome centers, tourist attractions, state parks, visitor surveys & travel related business receipts at restaurants and hotels.	Educating others on tourism industry: its impact on each Alabamian, thereby increasing funding base to allow additional promotion.	Yes	Creation of a joint Alabama legislative travel & tourism caucus March 1982.
AK	In FY84/85 Alaska implemented an on-going Visitor Statistics Program. This provides continuous data on visitor volumes, arrival modes, demographics, expenditures, opinions, and purpose of travel. This research is supplemented by media advertising conversion studies, geographic response analyses, market segmentation research, and collateral effectiveness research.	High transportation costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.	NA	
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures. Monthly report on "bed tax" collections by cities and state. Monthly report on airport arrivals and visitors to major national parks.	None	No	
AR	Tourist Information Center (TIC) Survey of every 25th travel party registered at each TIC. Preparation of "Eight Indicators". Monthly summary of advertising inquiries.	The economy and a lack of recognition of tourism as a major economic force in the state.	No	
CA	We monitor air arrivals, vehicle traffic, park & attraction attendance, hotel occupancy rates.	Economic factors.	California Tourism Policy Act Annual marketing plans	
CO	None	None	Yes	
CT	We keep a count of visitors volume at our welcome centers, both hourly and by category, of questions asked. We are also surveying leading vacation destinations. We keep records of WATS line calls.	Massive budget increases in nearby states, plus strength of dollars spent by Americans abroad.	Yes	We keep a tally of inquiries on our 2 WATS-line numbers and conduct a conversion study of mail & phone inquiries to actual visits.
DE	We monitor hotel occupancy, museum & state park attendance. Also, we conduct highway vehicle counts & maintain a tax collection data.	Small size of state provides a smaller tax base to draw on for tourism promotion. Great potential for growth if sufficient excitement for attractions and services can be generated.	Yes	
DC	Limited research with USTDC to determine number of travelers coming to D.C.	Limited budget for consumer awareness campaign to dispel misconceptions about D.C.	No	
FL	Our ongoing travel research monitors the magnitude & characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Developing new origin markets.	Yes, Marketing Plan	
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts & tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development & field representatives.	Yes	
HI	Basic Data Surveys: inflight passenger information forms distributed to incoming passengers from USA, Canada & Japan. Visitor Opinion Surveys: mail out questionnaires soliciting satisfaction information, socio-economic profile & trip planning data of American & Japanese visitors. (Write to research dept. for a brochure.)	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, there exists problems related to the impact of energy supplies & cost on distant price-sensitive markets.	Yes	

RESEARCH

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
ID	Interest/demographic segmentation; travel expenditure data.	Lack of funding and lack of destination identity.	Yes	
IL	Expenditure & origin/destination studies; advertising effectiveness studies; surveys at welcome centers, selected major conventions & trade shows & multilingual interviews at O'Hare Intl. Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Tourism is on the rise in Illinois. If the economy continues to maintain good growth, tourism should also profit.		
IN	PULSE - Purdue University Lodging Statistical Effort PURSE - Purdue University Restaurant Statistical Effort PAR - Purdue Attractions/Festival Report IN Campgrounds Survey Report Economic Impact Analysis Origin-destination Analysis Socio-economic Profile Evolutionary trend Analysis	Capital financing for development and infrastructure expansion.	No	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. We also surveyed selected travel attractions during the summer.	Market research indicates Iowa has no image in the tourism marketplace. The state is thought to be strictly agricultural with no tourism available.	Yes	
KS	We conduct surveys at Welcome Centers and survey the results of out-of-state ad campaigns.	The economy, inflation & lack of state funding for promotion.	Under consideration	
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly and quarterly) of sample of travel businesses.	General economic conditions in combination with lack of capital for investment.	No	
LA	We conduct visitor surveys & visitor counts at our information centers. We have initiated an in-house research section with a staff of two, who were hired and established during the Spring of 1986.	Continuing problem of maintaining fiscal survival in the wake of dwindling state revenues.	Yes	Our Research Section was established in May 1986. This staff of two will be budgeted $75,000 above salary, travel, and other operational costs.
ME	Economic impact data is collected quarterly on both state and sub-state levels. Advertising conversion and effectiveness studies are also conducted.	Maine continues to have one of the lowest tourism appropriations of the 50 states. Additionally, in some areas of the state, new product needs to be developed or existing product upgraded to meet anticipated future demand.	Yes	
MD	We monitor visitor volume at welcome centers & certain attractions around the state & conduct conversion study every 2 years. We monitor all ad responses, do personel surveys at information centers & at all consumer shows we attend.	Lack of education on the part of the private sector & the legislature as to the importance & value of tourism to the economy of the state.	No	
MA	We collect & analyze data by county concerning visitors length of stay, expenditures, tax receipts, attributable to travel & travel generated employment. Also visitor psychographics & demographics over a period of 5 years.	To better coordinate public and private travel services.	Yes	
MI	The Great Lakes Travel Monitor is a continuous survey of Great Lakes area resident travel behavior, attitudes and advertising awareness. Continuing analysis of inquiries for travel information by origin, interests and source.	Competition from other states and Canada.		

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
MN	We collect data on attendance at state parks, other public facilities & attractions. Quarterly surveys are conducted of inquiries received by the Office of Tourism.	Capital needs for small business, as well as more sophisticated marketing resources & advertising programs at the local and regional level.	Yes	Special studies "NFO" and "Expectation/Fulfillment."
MS	We count the amount of traffic that comes through our welcome centers.	Economic stress, energy cost and current advertising program budget. Economic stress and budget limitations due to fiscal crunch.	No	We use figures published by USTDC.
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer, & printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		
MT	Conversion studies. Ongoing market research. Periodic surveys of accomodations, attractions, airports, etc.	Distance from major population centers, lack of low-cost transportation to state. Canadian currency exchange rate.	Yes	
NE	Monthly, highway traffic counts are obtained. Annually, the numbers of persons contacted by information personnel at highway rest areas are tallied, as are attendance figures from Nebraska attractions. Every six months, analyses are undertaken of the origins and generators of mailed requests for travel information. Biennially, data is gathered from commercial lodging establishments for production of a Nebraska hotel-motel directory.	Lack of awareness of Nebraska's attractions among both residents and non-residents, and shortage of entrepreneurs in travel and tourism.	Yes	
NV	Utilize research of Las Vegas Convention Authority, Reno Convention Authority & other state departments.	More competition in gaming and tourism in general.	Yes	
NH	Motor vehicle counts are conducted by the Department of Transportation. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, only. Visitor origin is reported by Chambers of Commerce visitor information booths. In addition, expenditure and origin/destination surveys have been developed for an ongoing survey program. These surveys are conducted periodically with additional information requested, such as, activity, how long stay, which media, number of people in party, age category and family income. We keep track of mail and telephone requests for vacation literature. A permanent research program titled Travel Research and Statistical Services (TRASS) has been instituted with University of New Hampshire System.	Lack of mass transportation & gasoline prices. NH is an auto-dependent state. Long-range planning of effects of development on coastal and lakefront properties; adequate infrastructure to handle increased number of cars.	Yes	
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage. Dept. of Taxation receipts. Count of tourists recorded at Tourist Welcome Centers.	Infrastructure, environment, socioeconomics, labor force.	Yes	There are no problems of a promotional nature facing tourism.
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national & state parks & monuments, selected attractions, welcome centers, employment & tax receipts.	Lack of coordination and communication between & among industry groups & planning entities.	Yes	Weekly reports are made by mail & phone inquiries. These are broken down by which ad or travel story stimulated the inquiry.

RESEARCH

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
NY	A "Travel Activity Index" composed of VMT, thruway traffic, hotel/motel occupancy, etc, is compiled by the Division of Research & Statistics. Annual Advertising Effectiveness/Market Share Survey. Seasonal surveys of travel industry aspects annual hotel/motel occupancy and room inventory analysis.	Fragmented industry, strength dollar vs. foreign currencies, increased competition from other travel destinations. High cost of capital (interest rates), media costs (inflation), lack of a current comprehensive tourism development plan, inadequate staff levels, liability insurance, inadequage information on national regional travel activity.	Yes	Extensive research is used from other states agencies, particularly the state office of Parks, Recreation and Historic Preservation, Dept. of Environmental Conservation.
NC	None	Need more cooperative programs.	Yes	
ND	None	Lack of available capital to develop many of the tourism-related areas of the state.	No	
OH	$100,000 Tourism Market Research Study for the 1985-87 biennium. Internal research on-going.	Lack of a state tourism development policy to define goals and responsibilities and to serve as a coordinating mechanism. In need of a more effective communications system between state and all private sector groups.	NA	
OK	We have developed a random sample questionnaire to survey our visitors at information centers. A follow-up survey is done after the travelers have returned home from the trip. A conversion study is conducted from a random sample of advertising inquiries.	Lack of a major travel destination, Oklahoma's image nationally, and economic conditions.	Yes, Annual Marketing Plan.	More primary market research data is needed.
OR	Annual research projects include a detailed survey of the vacation behavior of respondents to state travel ads, a tourist interview survey at state welcome information centers and a Travel Barometer trend evaluation based on quarterly comparisons of visitor counts from selected tourist attractions.	Increased competition from other destinations, lack of destination facilities in some areas.	Yes	
PA	Our data gathering projects include: yearly tracking survey study, a quarterly travel barometer survey, a quarterly survey of second level responses, daily counts of visitors at the Information Centers and traffic counts, and state park attendance records.	Fluctuating economy.	Yes	
RI	Cooperative continuing travel research study with University of Rhode Island. Monitoring economic impact of tourism in general and specific events, forecasting economic impact of special events.		Yes	
SC	Economic impact, visitor profile, accommodation tax and lodging industry tracking, advertising conversion studies, industry barometer, welcome center traffic.	Economic conditions, highway access to beaches.	No	
SD	Presently building data base computer programs to analyze business volume, visitations, economic impacts of travel spending & employment.	Distance from major markets. Seasonality of business. Lack of destination resorts and air carriers.	No	In process of developing a long-range development plan which will include a tourism policy act.

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
TN	Attractions across the state are surveyed for trends in activity on a monthly to quarterly basis. We also monitor monthly revenue data for tourism related businesses, airline and highway activity, and lodging trends. We tabulate information gathered at the Tennessee Welcome Centers, including guest registration, vehicle counts and hotel reservations made through the Welcome Center reservation system, operational since June 1983. A profile of travelers stopping at the Welcome Centers is developed through analysis of the guest registrations. Advertising response and information requests are also tabulated. An advertising conversion study with ROI analysis has been added as a yearly project.	The cost of doing business, especially the increase in liability insurance cost.	Yes	
TX HWYS	We conduct surveys of auto visitors, monitor traffic counts & tourist bureau visitor counts.	Refer to Texas Tourist Development Agency response.	Refer to Texas Tourist Dev. Agency response	
TX TOUR	See Texas State Highways Dept. response. In addition, TTDA conducts monthly attendance figures from approximately 160 attractions, conducts annual city room occupancy tax survey, and periodic conversion study.	Ongoing difficulty persuading legislation of need for more competitive marketing resources.	No	
UT	A major research project is underway.	Infrastructure, hospitality, and funds for promotion.	No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas & liquor sales, recreation, room & meal taxes.	Economic instability, need to develop more saleable packages by private sector; public awareness of VT as a prime destination, dollar exchange with foreign currencies.	Yes	* Not under contract.
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others. We also have installed Touch & Go Information Systems which include survey capability.	Increased competition from other destinations.	Yes	Work continues to extend plan into long-range development.
WA	Inquiries breakdown, VIC traffic counts, attractions attendance, highway traffic counts, border crossings, ferry traffic, airport arrivals, state & national park attendance, accommodations inventory, gross business receipts, taxation, revenue and employment data at the regional and county level.	Lack of designated state promotion funds and underdeveloped tourism plans; lack of long-term, sustained commitment to comprehensive development program; lack of recognition of economic impact of tourism and role of state in tourism promotion and development.	Yes	
WV	We compile tourist data through traffic counts & registration at information centers & through surveys of lodging reservations.	Fragmentation of promotion caused by enactment of local option hotel/motel tax.	Yes	* This cost is paid by a separate department.
WI	None	Financing for facility development due to high interest rates. Unavailability of long term fixed rate capital.		
WY	Visitor center counts are made at state information centers in Cheyenne, Jackson & Sheridan. Gate counts are made at Yellowstone National Park, Grand Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossil Butte, Flaming Gorge & Bighorn Canyon National Recreation areas.	The general lack of public transportation networks.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
AS	None	The distance one has to travel to get here. Also, there is limited accommodation available. There is limited air service to the territory.	No	
CM	On-going voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated. In addition, we are compiling data from Immigration Form 958. We also conduct an annual 1% sampling survey by citizenship. We have begun a tourism impact study examining the socio-economic and environmental impacts of tourism on the CNMI.	Air service from other market areas and unfavorable exchange rates particularly with the Japanese yen.	Yes	
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines & ships to fill out. Each one is then fed into the computer & the results are given to us at the end of each month.	At the present, we have insufficient airline service between Japan & Guam & will be in need of more hotels once more airline service is provided.*	Yes	* Infrastructure in Tumon resort area is saturated. Need for additional hotel rooms. Need to adopt Territorial Tourism Dev. Plan. Visa waiver legislation needed for tourist purposes (there is no open door between Guam & mainland US, entry rules into Guam can be relaxed without risking illegal entry into the mainland). Need to separate local tax system from federal code (mirror tax system) to simplify the local tax system as an incentive for foreign investment.

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1985.	5. Additional Comments.
AL	8 permanent	8	6 full-time 2 part-time	1,675,436	
AK	1 state-operated	1	1 full-time 3 seasonal	Not available	The state operates only one Visitor Information Center. It also participates in the funding and management of two other Inter-agency Public Lands Information Centers. Approximately 20 community sponsored Visitor Information Centers across the state receive matching grant monies to help support their operation.
AZ	None	NA	NA	NA	
AR	9 permanent	9	3 full-time	789,910	At the present time, two Tourist Centers have been authorized for construction.
CA	40-50*	NA	NA	NA	* No state-operated highway welcome centers. May be an estimated 40-50 local visitor information centers that are on or near highways.
CO	2	1	5 paid for seasonal center/ 30 volunteers year round	48,390 (seasonal center)	Year round center opened June 29, 1986. Two more year round centers will be constructed by June 1987.
CT	13	7	2 full-time (seasonal)	520,000 (seasonal figures)	Our welcome centers are unmanned from the day after Labor Day to the Friday before Memorial Day. Added 1 permanent and 2 mobile center during 1983 season.
DE	5 permanent	5	3	Unknown	The Tourism office does not pay for operation, maintenance, or staffing since each center is built and operated as a separate project. Some are run by Chambers of Commerce or convention and visitors' bureaus. The Delaware Tourism Office measures the quality of service, training, and supplying of brochures.
DC	1 permanent	1	2 full-time, plus volunteers	250,000	
FL	6 permanent	6	6 full-time	3,000,000	The center that we erected on inter-coastal waterway closed December 1985.
GA	11 permanent	11	92 full- and part-time	11,000,000	
HI	None	NA	NA	NA	
ID	None	NA	NA	NA	
IL	6 permanent	1	3 part-time	Unknown	During FY 1982 we projected the opening of two new port of entry Welcome Centers. A total of 12 centers are to be developed over a 7 year period by the Dept. of Transportation. All will be staffed by Office of Tourism and 90% of the centers will be port of entry centers.
IN	None	None	None*	Unknown	* No staffed welcome centers, just literature racks on highway, local info. centers, 1 per center.
IA	8 permanent	None	2 full-time	219,219	
KS	3 state-owned 3 state-subsidized	6	3 full-time	195,500	

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1985.	5. Additional Comments.
KY	5 permanent	5	5 full-time	975,854*	* Number who registered at welcome center information desks. This is a small proportion of the total number of visitors who stopped at the centers.
LA	11 permanent	11	3 full-time	2,221,860	
ME	2 on line 2 to open in 1986-87	2	2 full-time 1 part-time	728,693	This report reflects only those centers for which the State has responsibility. Many others are operated by the Maine Publicity Bureau and local Chambers of Commerce.
MD	9 permanent	9	3.5 full-time	1,080,166	
MA	6	6	2 full-time	600,000	
MI	11 permanent 4 planned	11	4 full-time 4 part-time	1,799,849	Welcome centers are operated by the Department of Transportation.
MN	8 permanent	6	1 full-time 4 part-time	1,502,000	
MS	9 permanent	9	4 full-time	1,532,000	
MO	6 permanent	6	3 full-time 3 part-time	701,186	A seventh center is located in the Truman Building, Jefferson City, MO.
MT	None	NA	NA	NA	
NE	25 permanent rest areas; 24 operational	1	2 full-time (summer months only)	220,000	In 1982 the number of Vacation Guides was reduced by 10 and the method of tabulation was changed. Total count reflects 10-week summer program & only visitors who talked with the Guide were counted. Influence potential & quality of contact was emphasized.
NV	None	NA	NA	NA	
NH	16 permanent	9	2 full-time (2 shifts)	Unknown	A new rest area is planned for the town of Littleton.
NJ	50*	12	2	1,200,000**	* N.J. has 50 welcome centers. 38 are in state forests and parks and private arrangements. 12 have automated information systems which provide computer printouts. ** Estimate based on inquiries and computer printout responses.
NM	5 permanent	5	3 full-time	555,763	Our new welcome center projected in Gallup 1 part-time to open FY '86-'87.
NY	8 permanent*	2	1 full-time 1 part-time	Unknown	* Not state operated centers. The Department is currently evaluating the need for and locations of state-operated gateway tourist information centers.
NC	8 permanent*	7	4 full-time 1 part-time	6,000,000	* Plus one currently under construction.
ND	4 permanent	None	4 full-time (summer)	33,008	

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1985.	5. Additional Comments.
OH	10 permanent state-owned	0 state-owned	6	600,000	Travel Information Centers are owned, maintained, and staffed by the Ohio Department of Transportation. Staff are trained by the Office of Travel and Tourism, and literature distribution is provided by the Tourism office.
OK	12 permanent	10	3 full-time 2 part-time	1,189,842	Information provided herein pertains only to state operated welcome centers. Several Chambers of Commerce throughout the State of OK operate tourism information centers. Data is not available from these centers.
OR	8 permanent	None	2 full-time	250,267	
PA	8 permanent	8	3 full-time	427,416*	* Down from previous year due to road construction and temporary road closings at several of the information centers.
RI	3 permanent	2	2 full-time 4 part-time	NA	
SC	10 permanent	10	4 full-time	5,198,775	
SD	12 permanent	None	36 full-time (seasonal)	200,000	State expended $250,000 to build outdoor interpretive information panels at all interstate rest stops.
TN	10 permanent	10	11 full-time	3,325,634 vehicles	Welcome Centers now open 24 hours/day year-round.
TX HWYS	12 permanent	12	4.9 full-time	3,209,640	
TX TOUR	NA*	NA	NA	*	* See separate Highway Department response.
UT	5 permanent*	5	3 full-time	Unknown	* We also have 18 rest area information sites.
VT	3 permanent	3	2 full-time 2 part-time	670,000	
VA	10 permanent	10	4 full-time 1 part-time	Unknown	
WA	2 permanent 7 seasonal	2	Varies from center to center; larger volume centers 4, smaller 2. Some centers 1 per shift.	245,985*	* This figure reflects attendance at 7 centers. Washington State visitor information centers are not operated directly by the state tourism office. Rather, they are operated through personal service contracts with local chambers of commerce and visitor and convention bureaus at selected border locations. Locations and number may vary from year to year, and facilities for the centers are provided by the Dept. of Transportation. One center is owned by the Dept. of Trade (Tourism Division). One of the centers is provided by a visitor and convention bureau/port. One center is provided by a county, and one center provided by Oregon Tourism Division. (Latter two centers are operated jointly with the State of Oregon.)

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1985.	5. Additional Comments.
WV	8 permanent	8	2 full-time 2 seasonal (June-August)	2,027,089	
WI	7 permanent (plus 1 in Chicago, IL & 1 in Madison, WI)	4 (plus Chicago & Madison)	2 full-time 3 part-time	1,458,738	
WY	3 permanent*	3	2 full-time 1 part-time	359,329**	* Of the 3 centers owned by the state, only the one in Cheyenne is operated by state employees; the other 2 (Jackson & Sheridan) are operated by the Chambers of Commerce & are not included in these figures. ** Includes visitor counts at state-owned centers only. The counts for Jackson & Cheyenne are included in this figure & are kept year round. Visitor count at Sheridan is from June 15 to Sep. 1 only.
AS	1 for cruise-ship arrival	1	3 full-time	30,158	
CN	None	NA	NA	NA	
GU	None	NA	NA	NA	Main office is related to Tumon Bay. As a result, visitor center in the same area is no longer in operation.

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